

BACKGROUND INFORMATION



SCHOOL MILK FOUNDATION
OF NEWFOUNDLAND AND LABRADOR

WHO WE ARE

The School Milk Foundation of Newfoundland and Labrador (SMFNL) is an independent, non-profit organization dedicated to helping school children develop healthy lifestyles and proper eating habits.

Formed in 1991, SMFNL makes sure milk stays available – and affordable – to the children of Newfoundland and Labrador.

SMFNL is primarily industry-driven with major support coming from Dairy Farmers of Newfoundland and Labrador, Central Dairies, Scotsburn, and the Government of Newfoundland and Labrador (Agrifoods Division of the Department of Natural Resources).

SMFNL has two full-time staff and an independent Board of Directors with representatives from local dairy producers and processors and various government departments in the areas of agriculture, education and health.

DAIRY FARMERS OF NEWFOUNDLAND AND LABRADOR

Dairy Farmers of Newfoundland and Labrador (DFNL) is a proud partner of the School Milk Foundation of Newfoundland and Labrador.

DFNL provides local milk to school-aged children at an affordable cost through the school milk program, and contributes an operating grant of \$340,000 per year to SMFNL.

DFNL has 27 active facilities, producing 50 million liters of milk per year.

Newfoundland and Labrador is self-sufficient in fluid milk, and has the largest average farm size in the country.

Newfoundland and Labrador's dairy industry contributes more than \$125 million to the local economy every year.

SCHOOL MILK PROGRAM

SMFNL operates a school milk program in 241 schools, and reaches approximately 95% of the province's students from K to 12. This represents some of the highest enrolment numbers in the country.

Unlike other school milk programs, Newfoundland and Labrador is the only province in Canada with specially packaged school milk.

The new S'milk packaging was officially launched on World School Milk Day (September 28).

S'milk brand milk is exclusively available in schools, and the price per carton is set well below normal retail price.

In addition to subsidizing the price of school milk, and making the product more easily accessible, SMFNL also offers promotions and healthy living presentations to schools.

The School Milk Foundation recently refreshed their brand with a new logo and website for the first time in ten years.

For more information, please visit www.schoolmilk.nl.ca.

EDUCATIONAL PROGRAMS

SMFNL offers exciting promotions and encourages healthy lifestyle in all youth, including healthy eating and physical activity.

In-class nutrition presentations delivered to students in Kindergarten to Grade 6 have been developed on the Department of Education and Early Childhood Development's curriculum guidelines.

The SMFNL also partners with the following organizations to further its mandate:

- SMFNL provides milk to School Sports NL for students at athletic events throughout the year.
- SMFNL supports Kids Eat Smart's Rooting for Health, an annual program that educates students about where their food comes from.
- SMFNL provides milk to Kids Eat Smart breakfast programs around the province at a subsidized price.
- SMFNL is working with Agriculture in the Classroom and the School Lunch Association to offer students subsidized milk.

CHILDHOOD NUTRITION

Consumption of sugary beverages is on the rise.

Sports drinks and other sugary beverages are often heavily marketed and promoted by celebrities like professional sports stars. They are increasing in popularity amongst kids and young adults alike.

Childhood obesity and inactivity present significant health concerns. Since 1981, strength and flexibility of boys and girls has declined significantly while rates of childhood obesity and overweightness have risen. (Stats Can)

33.2% of youth in NL are overweight or obese (compared to 20% of youth in Canada). NL's rate of hypertension in kids is the highest in the country. (2010)

Unhealthy eating and drinking costs the province \$126 million a year. (2006)

MILK FACTS

Canada's Food Guide to Healthy Eating recommends that students consume 2 to 4 servings of milk products daily.

Milk and milk products provide students with 15 essential nutrients, including bone-building calcium and the energy needed to perform their best. Yet recent studies show that:

Half of children (age 6–12 years) did not consume any milk products in their lunch and 46% consumed various “sugared water” beverages that have little or no nutritional value.

Drinking less milk can have both long and short-term effects on children's health. In one study, girls with forearm fractures were more likely to have low mineral density throughout their bones, suggesting that they were not getting enough calcium.

Early adolescence is a crucial time for bone development. Up to 45% of our lifetime bone mass is built and consolidated during the teen years. This is a crucial period for calcium and other bone building nutrients found in milk.

With faster-paced lifestyles, students need the nutritional benefits of milk at lunch to help them achieve optimum growth and learning. The School Milk Program can make a difference in students' mental and physical developments. The program also helps schools fulfill their mandate to teach and support healthy lifestyles.

MEDIA INQUIRIES:

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