

Yogurt Smoothies Help Grow Dairy Sales and Average Daily Participation (ADP)

SALES

Up to **518%**

Reported Yogurt Sales Increases*



STUDENTS

16-74%

Reported ADP increases*



Source: Data collected from 4 local dairy associations, 2011-16



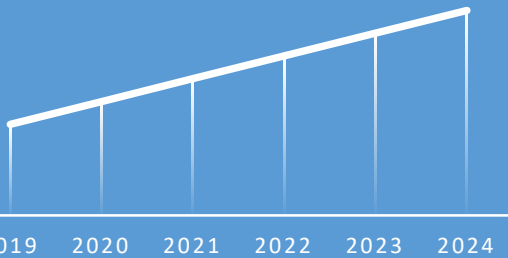
One serving of yogurt contains:

- 20% DV Calcium
- 17% DV Protein
- 20% DV Phosphorus
- 25% DV Riboflavin
- 40% DV Vitamin B12
- 20% DV Pantothenic Acid
- 15% DV Zinc



**Source: <https://www.mordorintelligence.com/industry-reports/smoothies-market>

SMOOTHIE TREND EXPECTED TO ACCELERATE**



fluid milk

8 oz. Fluid Milk (credit as 1 milk serving)

Fluid Milk

Unflavored Fat-free or Low-fat
Flavored Fat-free
Lactose-free

- extras** (optional)
- Nuts: Almonds, Cashews, Walnuts
 - Carrot
 - Vanilla
 - Cinnamon
 - Chocolate syrup
 - Instant, non-fat dry pudding mix

yogurt
4 oz.
(credit as 1 oz. meat alternative component)

Yogurt, Low-fat

- Plain
- Vanilla
- Fruit-flavored
- Greek-style

tasty treat tips
Use yogurt for smooth, creamier consistency.

"Meal Deal" Smoothie

- 1) Choose fluid milk and fruit. Select yogurt. Add choices to blender.
- 2) Add extras*, optional. Put the cover on the blender.
- 3) Pulse until smooth. Pour into cups.
- 4) Refrigerate until service. Hold for cold service at 41°F or below.

Yield: Approximately 1-20 oz serving

Yogurt and fruit (breakfast and lunch) can be credited in smoothies prepared by program operators to meet meal pattern requirements. Fruit used in smoothies is credited as fruit juice and should be averaged over the week so as to comply with the 1/2 cup per day juice maximum. Vegetables are now a creditable component (minimum 1/8 cup required) in smoothies per USDA SPIO CACFP-05 SF-SIO-2014 (v2)

fruit
1 cup total
(credit as juice not more than 50% of weekly offerings)

When specifications are followed, Smoothies qualify as a reimbursable meal.

*Results vary by school.
Source: 2015-18 Business Cases