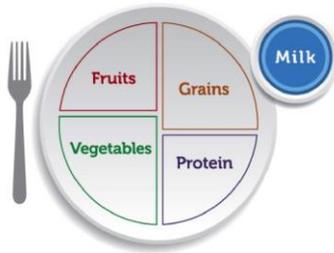


INTRODUCING THE MILK2MYPLATE PROGRAM



Did you know that milk is one of the most requested, yet least available items in our food banks? The Milk2MyPlate program was created to change that and get milk into the homes of families struggling with hunger.

WHAT IS MILK2MYPLATE?

Milk2MyPlate is a partnership between Feeding America food banks and their local milk processor that provides a constant supply of fresh milk to food banks and their agency partners at an affordable price. This **maximizes the food bank's ability to provide milk** to their agencies and clients while **increasing incremental milk sales for the processor**. In the Milk2MyPlate program, *everyone* plays an important role.

food bank:

- purchase a consistent amount of milk directly from the processor at an established per gallon price
- pass per gallon price on to agency partners
- increase agency partners' access to nutrient-rich milk, which helping meet F2E requirements
- ensure adequate staff and general oversight of Milk2MyPlate program
- invoice agencies weekly and pay invoices from milk processor on time

agency partner:

- receive, store, and distribute milk safely to clients
- increase clients' access to nutrient-rich milk, helping meet F2E requirements
- track receipt and distribution of milk to clients
- maintain minimum quantity of milk per order
- pay invoices on time

milk processor:

- provide a consistent amount of milk to the food bank and agencies at an established price, creating a new sales and distribution channel
- transport, deliver, and stock milk in agency refrigeration units leveraging existing order fulfillment process for turnkey execution
- invoice food bank on a consistent basis

dairy councils:

- promote Milk2MyPlate program through collaboration among National Dairy Council, Feeding America food banks and agency partners, and local producers and processors
- potentially aid in funding for Milk2MyPlate through grants, sponsorships, and consumer donations
- participate in food bank/agency partner activities to raise funds for Milk2MyPlate

DID YOU KNOW?

1 in 7 Americans face hunger, including 15 million children.

46.5 million food bank clients get less than 1 gallon of milk per person per year.

milk is one of the top 5 foods desired but is seldom donated.

