



Fueling Student Success with Hiland Dairy



At Hiland Dairy, we are proud to partner with schools to nourish students with the wholesome nutrition they need to learn, grow, and thrive. We recognize the vital role that school nutrition programs play in shaping healthy habits, and we are committed to providing high-quality dairy products that support student wellness.

As your trusted dairy provider, we are here to offer not only nutritious milk but also the resources, tools, and support necessary to encourage milk consumption in your schools. Whether it's promotional materials, educational initiatives, or menu planning assistance, our team is dedicated to helping you create a positive and successful meal experience for your students.

We appreciate the opportunity to serve your schools and look forward to supporting your program in the coming years!

2025/2026 School Year

Regular Side Panel Updates

Keep milk cartons fresh and engaging with new side panels at least twice a school year! Each update includes fun and educational content, such as cow jokes, Spanish/English vocabulary words, and interesting milk facts, to spark curiosity and encourage students to enjoy their milk. We're happy to take suggestions and tailor content to best fit your students' interests!

Digital Toolkit – Fresh, Engaging Content Every Quarter

Stay connected and keep students engaged with our Digital Toolkit, a downloadable collection of resources updated every three months throughout the school year. Each update includes:

- **Menu calendar templates** and posters to help promote meal programs
- **Social media post templates** and a monthly milk fact post aligned with relevant national observances like School Nutrition Week
- **Activity sheets** designed for different age groups, featuring fun and educational challenges with the opportunity for student recognition and prizes

For elementary students, activities may include:

- **Color-a-Cow Contest** – Winning artwork could be featured on a future menu or social media, along with free milk coupons!
- **Puzzles & Games** – Word searches, “break the code” activities, and more

2025/2026 School Year (cont.)

For middle and high school students, creative challenges might include:

- **Make a Meme** – A fun way to express creativity with milk and nutrition themes
- **Finish This Comic** – A storytelling activity that encourages engagement
- **Design a Side Panel** – A chance for students to influence the next carton update



** All activations introduced in the 2025/2026 school year will continue to be available in future years, alongside new additions specific to each school year.*

2026/2027 School Year

- **Limited Edition Flavored Milk** – Excite students with a special treat! We'll introduce three exclusive, limited-run milk flavors throughout the school year, creating a fun and delicious way to keep students engaged with dairy.
- **Introducing the Hiland Mascot** – Meet the new face of Hiland Dairy! Our mascot will make its debut on milk cartons and be featured throughout our Digital Toolkit. Depending on the format, there may even be opportunities for special guest appearances to bring the character to life in schools!

2027/2028 School Year

- **Nutrition Education Presentations** – Our engaging, age-appropriate presentations will highlight the importance of dairy in a healthy diet. Designed for both elementary and middle/high school students, these resources will feature the Hiland Mascot to make learning about nutrition fun and memorable.
- **Program Opportunities & Dairy Tastings** – We'll provide information on various nutrition programs available to school nutrition directors, helping schools maximize their resources. Where possible, we'll also offer dairy tastings to introduce students to new flavors and reinforce the importance of dairy in their daily diet.
- **Engaging Resources** – We're here to support your school nutrition efforts with engaging tools and resources, including educational presentations, nutrition programs, recipe cards, and more—designed to make dairy education fun and impactful for students.



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Naturally Delicious.™

HilandDairy.com