



WHY STRIVE FOR 35°? HERE ARE THE FACTS.

**MILK TASTES
BEST AT
35°F TO 40°F**

The best way to keep kids drinking milk, with all its nutritional benefits, is to serve it the way it tastes best – and milk is just flat-out better when it's ice cold.

**70% OF GIRLS AND
60% OF BOYS
DON'T GET ENOUGH
CALCIUM**

Calcium is an essential nutrient, but most children ages 6 – 11 don't meet the recommended intake. Milk is one of the world's richest sources of calcium with 300mg in every 8-ounce serving.

**MILK HAS
9 ESSENTIAL
NUTRIENTS**

Calcium isn't the only benefit. Nine essential nutrients, including vitamin D and potassium – which the Dietary Guidelines for Americans say kids are lacking – make milk one of the most beneficial beverages children can enjoy.

**EVERY
FIVE-DEGREE RISE
SHORTENS 50%
MILK'S SHELF LIFE BY**

For every five-degree rise in temperature over 40°F, the shelf life of milk is cut in half. That's why you should Strive for 35 – the optimum temperature to keep milk the freshest for the longest amount of time.



Information provided by DairyMax.org



Want to learn more about dairy? Visit DairyGood.org or discoverundeniablydairy.com for virtual farm tours.

MAINE DAIRY & NUTRITION COUNCIL



KEEP MILK FRESHER LONGER

AWAY
FROM FOODS WITH
STRONG ODORS

1
STORE MILK IN
THE BACK

3
WITH SPACE
FOR AIR CIRCULATION

STRIVE FOR 35°

