

## ABOUT

(Fonterra Milk For Schools, 2017)



### About the Programme

#### HELPING KIWI KIDS LIVE UP TO THEIR POTENTIAL

From the farm to the class, Fonterra Farmers across the country are working together to bring healthy, nutritious milk to kids across New Zealand through Fonterra Milk for Schools. It's free, and it's for all Kiwi kids in any primary school that would like to take part.

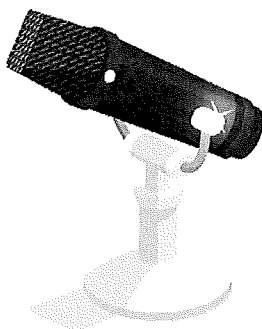
We're now in 70% of New Zealand primary schools, but if your local school hasn't signed up yet, they can **apply online** and we'll be in touch.

**More than 140,000 Kiwi Kids are drinking nutritious Anchor Milk every day!**

16 DEC 2011

### Fonterra Milk for Schools pilot programme announced

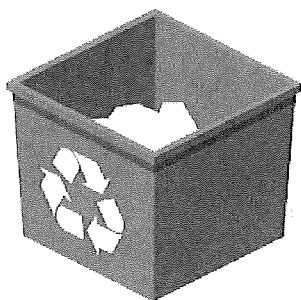
Fonterra announced the creation of the Fonterra Milk for Schools pilot programme, to roll out in the new year. The programme is planned to go nationwide.



17 DEC 2011

## **In school recycling programmes investigated**

We began looking for a solution to make sure that all the milk packs delivered to schools were collected and recycled, Fonterra Milk for Schools couldn't go ahead without knowing our packs would be recycled responsibly.



17 JAN 2012

## **Recycling facility for the milk packs found**

Fonterra and Tetra Pak flew to Thailand to visit a promising tetra pak recycling facility. Sites in both Thailand and Malaysia became the official recycling facilities for the programme.

26 JAN 2012

## **Northland primary schools invited to pilot the programme**

We invited all interested primary schools in Northland to apply for the Fonterra Milk for Schools programme. These pioneers helped us to test the programme and get the details right.

17 FEB 2012

## **Practicalities of delivering the programme worked out**

The Takanini recycling depot was taken over by the Anchor Milkmen as they tested the logistics of the programme – working out hygiene, transport and other practicalities.



13 MAR 2012

## Official supporters joined the programme

Our friends from some well-known brands came on board, supporting us with their expert services from supplying fridges, bins and packaging to transport and distribution.

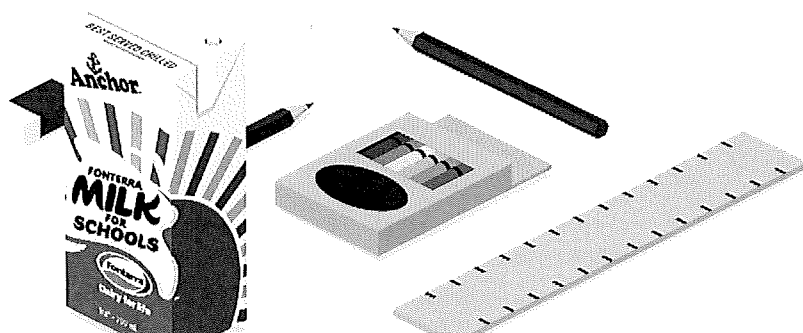
[Learn more about our supporters](#)

19 MAR 2012

## Pilot programme launched with its first day of milk drinking

It was an exciting day – with the launch of the pilot programme, the kids of Manaia View School in Northland became the first to benefit from their daily dose of nutritious, delicious milk.

[Read more](#)



1 APR 2012

## **University of Auckland study into the effects of daily milk drinking**

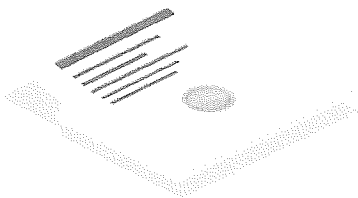
An Auckland Uni study was launched to look into the effects of daily milk drinking on the diet of primary school students.

17 DEC 2012

## **Primary schools nationwide invited to join Fonterra Milk for Schools**

After the success of the Northland pilot programme, schools around New Zealand were invited to express their interest in joining Fonterra Milk for Schools.

**Watch the Northland Pilot Highlights**



25 FEB 2013

## **Talented teachers hired to introduce schools to the programme**

When you need something done, ask an expert! We hired ex-teachers to act as the school liaison team, hitting the road to bring each newly signed-up school on board.

2 MAR 2013

## We discovered that the perfect amount of milk to give kids is 200mL

After the Pilot we found that 200mL of milk is just the right amount for kids to drink – but there was no such thing as a 200mL pack! No worries, we designed a special milk pack to use moving forward.



30 APR 2013

## First Delivery of Milk Packs Head to the South Island

In preparation for our nationwide launch, cartons of milk began shipping by the truckload, ready to start satisfying thirsty kids at the South Island schools that had already signed up.

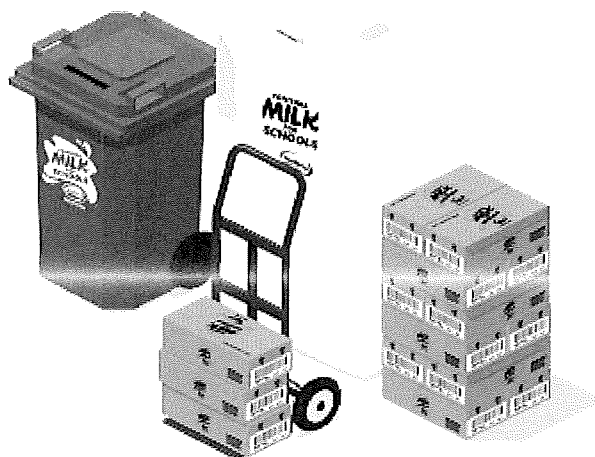
6 MAY 2013

## Official Nationwide Launch!

It was official – Fonterra Milk for Schools was now nationwide. Starting at the very bottom of the South Island in Invercargill, we rolled out region by region.

At signed-up schools in the south, milk packs arrived and were stacked in fridges, getting nice and cool ready for drinking.

[Read more](#)



## **Rolling out Nationwide**

MAR 2012

### **Northland**

Northland schools pilot the programme.

[Read more](#)

### **Otago**

Otago schools join

[Read more](#)

## **10,500 FARMERS**

Contribute to the Fonterra Milk for Schools programme every year.

14 NOV 2013

## **Government accreditation for Fonterra Milk for Schools**

We're officially recognised by the Ministry of Environment as an Accredited Product Stewardship Scheme, for responsible management of our impact on the environment through recycling.