



Smart Milk Options

fun fuel for your school

- 1% Lowfat White
- 1% Lowfat Chocolate
- Fat Free Chocolate
- Fat Free Strawberry (regular and Lactose free!)



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Learn more at DisneyCheck.com

Create buzz in your cafeteria with all the fun ways DFA partners with Disney to bring the characters to life!

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Scan the QR code to get all the latest cafeteria signage!





A nutritional powerhouse

TruMoo® and DairyPure® deliver milk packed with key nutrients to lunchrooms across the country. Ensure your students are getting the best out of every school meal.

Our brands have everything they need

- ✓ High in calcium
- ✓ Good source of protein
- ✓ Good source of vitamins A and D
- ✓ Excellent source of vitamin B12
- ✓ High in riboflavin
- ✓ 110 calories or less**
- ✓ No more than 10 grams of added sugars**

...and nothing they don't

- ✗ No artificial growth hormones*
- ✗ No high-fructose corn syrup

No significant difference has been shown in milk from cows treated with the artificial growth hormone rbST and non-rbST treated cows.

**TruMoo fat-free chocolate milk



A farmer-owned brand of
Dairy Farmers of America

OVER 65%

of the time flavored milk is chosen over white milk in schools

OUR FLAVORED MILK:

10g or less of added sugars in every serving of flavored milk – meeting new federal requirements

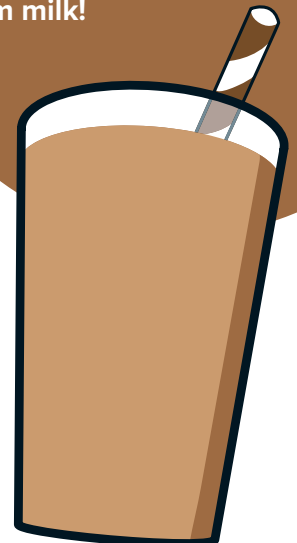
When it comes to getting the right nutrients, American kids are falling behind. They need:

- Calcium to help build healthy bones
- Vitamin D to maintain a strong immune system and strong muscles

THE GOOD NEWS:

They can get it all from milk!

life's
too short^o
to drink
boring
milk



TruMoo®

Orange Cream Milk 2025

NEW fat free orange cream milk for schools this fall!



Nutrition Facts		Amount per serving	% DV	Amount per serving	% DV		
Serving size 1 carton	Total Fat	0g	0%	Total Carb	20g 7%		
	Sat Fat	0g	0%	Dietary Fiber	0g 0%		
	Trans Fat	0g	0%	Total Sugars	19g		
	Cholest	<5mg	1%	7g Added Sugars	15%		
Calories per serving	120		Sodium	125mg 5%	Protein	8g 16%	
			Vit D	10%	Calcium	25%	
		Potas	8%	Vit A	250%	Iron	0%
		Folate	4%	Vit B12	50%	Phosphorus	20%

INGREDIENTS: Nonfat milk, liquid sugar (sugar, water), contains less than 1% of natural flavors, carrageenan, guar gum, beta carotene (color), Vitamin A Palmitate, Vitamin D3.

MILK PACKED WITH KEY NUTRIENTS IN A NEW FUN FLAVOR



fun fuel for your school

Aligns with Retail LTO this Fall!

Over 65% OF THE TIME FLAVORED MILK IS CHOSEN OVER WHITE MILK IN SCHOOLS

USDA COMPLIANT WITH 7g ADDED SUGAR

74% OF U.S. PARENTS BELIEVE LOW-FAT FLAVORED MILK IS A HEALTHY OPTION



A farmer-owned brand of Dairy Farmers of America

To order, contact your local DFA representative

1. Murphy MM et al. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in U.S. children and adolescents. J Am Diet Assoc 2008; 108:631-639
 2. Morning Consult, Got low-fat flavored milk?, March 2022
 3. U.S. Department of Agriculture (USDA), Agricultural Research Service, Nutrient Data Laboratory, USDA National Nutrient Database for Standard Reference, Release 28. Version Current; September 2015. Slightly Revised May 2016

TruMoo®

Vanilla Flavored Milk 2025

NEW fat free vanilla flavored milk for schools this fall!



Nutrition Facts	Amount per serving	% DV	Amount per serving	% DV
	Total Fat	0g	0%	Total Carb
Sat Fat	0g	0%	Dietary Fiber	0g 0%
Trans Fat	0g	0%	Total Sugars	19g
Cholest	<5mg	1%	7g Added Sugars	15%
Sodium	125mg	5%	Protein	8g 16%
Calories 110 per serving	Vit D 10% • Calcium 25% • Iron 0%		Potas 8% • Vit A 15% • Riboflavin 30%	
	Folate 4% • Vit B12 50% • Phosphorus 20%			

INGREDIENTS: Nonfat milk, liquid sugar (sugar, water), contains less than 1% of natural flavors, carrageenan, guar gum, Vitamin A Palmitate, Vitamin D3.

MILK PACKED WITH KEY NUTRIENTS IN A NEW FUN FLAVOR

fun fuel for your school

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TruMoo®

Berry Banana

NEW fat free berry banana milk³ available spring 2026!

Nutrition Facts	Amount per serving	% DV	Amount per serving	% DV
	Total Fat 0g	0%	Total Carb 20g	7%
Sat Fat 0g	0%	Dietary Fiber 0g	0%	
Trans Fat 0g	0%	Total Sugars 19g		
Serving size 1 cup (240mL)	Cholest <5mg	1%	7g Added Sugars	14%
Calories 110 per serving	Sodium 160mg	7%	Protein 8g	16%
	Vit D 15%	Calcium 25%	Iron 0%	
	Potas 8%	Vit A 15%	Riboflavin 35%	
	Folate 4%	Vit B12 50%	Phosphorus 20%	

INGREDIENTS: Nonfat milk, liquid sugar (sugar, water), contains less than 1% of natural flavors, salt, carrageenan, citric acid, maltodextrin, red beet extract (color), vitamin A palmitate, vitamin D3.

MILK PACKED WITH KEY NUTRIENTS IN A NEW FUN FLAVOR

fun fuel² for your school

Over 65%
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**FLAVORED
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IS CHOSEN OVER
WHITE MILK IN
SCHOOLS

USDA
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WITH
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FLAVORED MILK IS A
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TruMoo

100% FARMER OWNED
Dairy Pure

Shelf Stable Milk

Shelf Stable Milk

100%
REAL MILK

8g
PROTEIN

A&D
VITAMINS

20%
DV CALCIUM

LACTOSE FREE



Available NOW

REAL MILK

100% real, shelf stable milk from family farms. Lactose Free for easier digestion and has the same essential nutrients as regular milk.

REAL CONVENIENCE

9-month shelf life that can be left in dry storage and then chilled or re-chilled when ready to serve.

REAL OPPORTUNITIES

A solution for:

- Lactose intolerant students
- Menu uses beyond breakfast/lunch
- After school programs
- Summer meals
- Field trips
- Student events
- Classroom meals
- Emergency meals

To order, contact your local DFA representative

PRODUCT	PACKAGE SIZE	Ti/Hi	PRODUCT CODE	GTNs Cs/Cbox/Sl/Tray	GTNs PALLETS	UNIT UPC CODE
8oz Dairy Pure 1% Lactose Free White Milk	24 Pack/128 Cases/Pallet	16x8	0070830	10041900091214	30041900091218	00041900091217
8oz TruMoo 1% Lactose Free Chocolate Milk	24 Pack/128 Cases/Pallet	16x8	0070829	10041900091207	30041900091201	00041900091200

Shelf Stable Milk[®]

TruMoo[®] 1% Lactose Free Chocolate Milk

Dairy Pure[®] 1% Lactose Free White Milk



REFRIGERATE AFTER OPENING

Nutrition Facts

servings per container	1 cup (240mL)	
Serving size	1 cup (240mL)	
Amount per serving		
Calories	150	
	% Daily Value*	
Total Fat 2.5g		3%
Saturated Fat 1.5g		8%
Trans Fat 0g		
Cholesterol 15mg		4%
Sodium 210mg		9%
Total Carbohydrate 22g		8%
Dietary Fiber 0g		0%
Total Sugars 21g		
Includes 9g Added Sugars		19%
Protein 8g		
Vitamin D 2.5mcg		10%
Calcium 300mg		25%
Iron 0.5mg		2%
Potassium 440mg		10%
Vitamin A 150mcg		15%
Riboflavin 0mg		30%
Folate 12mcg		4%
Vitamin B12 1mcg		50%
Phosphorus 233mg		20%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Low fat milk, sugar, less than 1% of cocoa processed with alkali, salt, carrageenan, natural flavor, lactase enzyme*, vitamin A palmitate, vitamin D3.



REFRIGERATE AFTER OPENING

Nutrition Facts

servings per container	1 cup (240mL)	
Serving size	1 cup (240mL)	
Amount per serving		
Calories	110	
	% Daily Value*	
Total Fat 2.5g		3%
Saturated Fat 1.5g		8%
Trans Fat 0g		
Cholesterol 10mg		4%
Sodium 130mg		6%
Total Carbohydrate 13g		5%
Dietary Fiber 0g		0%
Total Sugars 12g		
Includes 0g Added Sugars		0%
Protein 8g		
Vitamin D 2.5mcg		10%
Calcium 300mg		25%
Iron 0mg		0%
Potassium 400mg		8%
Vitamin A 150mcg		15%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Lowfat milk, lactase enzyme*, vitamin A palmitate, vitamin D3.

To order, contact your
local DFA representative



A farmer-owned brand of
Dairy Farmers of America

life's
too short[®]
to drink
boring
milk



THE CARTON OF CHOICE

TruMoo® is the premiere option for flavored milk in school cafeterias across the nation. With flavored milk sales in schools growing, there's a need for kid-friendly brands like TruMoo®.



Sold in over **35 states**



Almost **1 billion units** sold each year in schools



Over **65%** of school milk share goes to flavored milk vs. white milk⁶



KIDS LOVE HOW TRUMOO TASTES!

What TruMoo® does have:

- ✓ Good source of protein
- ✓ High in calcium
- ✓ Good source of vitamins A and D
- ✓ Excellent source of vitamin B12
- ✓ High in riboflavin
- ✓ 110 calories**
- ✓ 18g of sugar**

What TruMoo® doesn't have:

- ✗ No artificial growth hormones*
- ✗ No high fructose corn syrup



Nutrition Facts	
servings per container	1 cup (240mL)
Serving size	1 cup (240mL)
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 5mg	2%
Sodium 210mg	9%
Total Carbohydrate 19g	7%
Dietary Fiber 0g	0%
Total Sugars 18g	13%
Includes 7g Added Sugars	13%
Protein 8g	16%
Vitamin D 2.5mcg	10%
Calcium 300mg	25%
Iron 0mg	0%
Potassium 420mg	8%
Vitamin A 150mcg	15%
Riboflavin 0.4mg	30%
Folate 10mcg	2%
Vitamin B12 1.2mcg	50%
Phosphorus 235mg	20%

Ingredients: Nonfat milk, sugar, less than 1% of cocoa (processed with alkali), corn starch, salt, carrageenan, natural flavor, vitamin A palmitate, vitamin D3.

Contains: milk



Nutrition Facts	
servings per container	1 carton-1/2 pint (236mL)
Serving size	1 carton-1/2 pint (236mL)
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 5mg	2%
Sodium 125mg	5%
Total Carbohydrate 19g	7%
Dietary Fiber 0g	0%
Total Sugars 18g	13%
Includes 7g Added Sugars	13%
Protein 8g	16%
Vitamin D 2.5mcg	10%
Calcium 300mg	25%
Iron 0mg	0%
Potassium 400mg	8%
Vitamin A 450mcg	50%
Riboflavin 0.4mg	35%
Folate 12mcg	2%
Vitamin B12 1.2mcg	50%
Phosphorus 234mg	20%

Ingredients: Nonfat milk, liquid sugar (sugar, water), contains less than 1% of natural flavors, color added, carrageenan, vitamin A palmitate, vitamin D3.

Contains: milk



Nutrition Facts	
servings per container	1 cup (240mL)
Serving size	1 cup (240mL)
Amount per serving	
Calories	150
% Daily Value*	
Total Fat 2.5g	3%
Saturated Fat 1.5g	8%
Trans Fat 0g	0%
Cholesterol 10mg	4%
Sodium 220mg	9%
Total Carbohydrate 24g	9%
Dietary Fiber 0g	0%
Total Sugars 22g	21%
Includes 10g Added Sugars	21%
Protein 8g	16%
Vitamin D 2.5mcg	10%
Calcium 300mg	25%
Iron 0.4mg	2%
Potassium 420mg	8%
Vitamin A 150mcg	15%
Riboflavin 0.4mg	30%
Folate 12mcg	2%
Vitamin B12 1.2mcg	50%
Phosphorus 230mg	20%

Ingredients: Lowfat milk, liquid sugar (sugar, water), less than 1% of cocoa (processed with alkali), corn starch, salt, carrageenan, natural flavor, nonfat milk, vitamin A palmitate, vitamin D3.

Contains: milk

Sources:

- Report of the 2015 Dietary Guidelines Advisory Committee. Part D. Chapter 1: Food and Nutrient intakes and health: Current Status and Trends).
- Fulgoni VL, Kedast DR, Quann EE, Auestad N. Food sources of calcium, phosphorus, vitamin D, and potassium in the U.S. FASEB, 2010;24(1): Supplement325:1.
- Murphy MM et al. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in U.S. children and adolescents. J Am Diet Assoc 2008; 108:631-639.
- Morning Consult, Got low-fat flavored milk?, March 2022.
- US Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory, USDA National Nutrient Database for Standard Reference, Release 28. Version Current; September 2015. Slightly Revised May 2016.
- Prime Consulting; processor-based projection; June 9, 2021.
- Proprietary taste research, 2014.

TruMoo®

FUN FUEL FOR YOUR SCHOOL



*No significant difference has been shown in milk from cows treated with the artificial growth hormone rbST and non-rbST treated cows.
**TruMoo fat-free chocolate milk

A NUTRITIONAL POWERHOUSE

When it comes to getting the right nutrients, American kids are falling behind. They need:¹

- Calcium to help build healthy bones
- Vitamin D to maintain a strong immune system and strong muscles

The good news: They can get all of these from milk! Cows produce this nutrient-rich food that is a top source of calcium and vitamin D, and it's easy to incorporate milk into kids' diets.²

NUTRITION YOU CAN COUNT ON

Parents support flavored milk to get their kids the nutrition they need at school. It has the same high-quality protein as unflavored milk and provides many essential ingredients kids need to learn and grow.

74% of parents nationally believe low-fat flavored milk is a healthy option⁴



MORE IN EVERY SIP

It can be tough to get kids to eat healthy. With TruMoo®, they get the same nutrients with the taste they love. Just one serving of TruMoo® provides as many nutrients as these foods⁵:

- The protein of 2 tablespoons of peanut butter
- More calcium than 2 cups of broccoli
- The phosphorus of 1.5 cups of baked beans
- The potassium of a small banana
- The vitamin D of 2.5 hardboiled eggs
- The riboflavin of 1 cup mushrooms
- The vitamin B12 of 12 ounces of chicken breast
- The vitamin A of 7 ounces of salmon

Compared with non-milk drinkers, kids who drink flavored milk:

- Get more calcium and other key nutrients
- Drink fewer nutrient-poor sodas and fruit drinks³

Fat-free TruMoo® chocolate milk has 20 more calories than white milk and 1.5 teaspoons of added sugar.

WE'RE KID FRIENDLY



It's no secret kids prefer chocolate milk over white milk. When it's good for them, why not drink up? Made with real cocoa, kids love the creamy and delicious taste of our TruMoo® formula. **It's kid-tested and kid-approved.**



JUST KIDDING AROUND

For TruMoo®, it's not just what's inside the carton that matters. As a kid-friendly brand, we use our milk's packaging to bring on the giggles. Each carton of TruMoo features a fan favorite: A silly joke. From "What do you call a hula-hooping cow?" (A milkshake) to "What goes ooooo ooooo?" (A cow with no lips) our wisecracking cow mascot keeps the fun coming.

MILK FROM FAMILY FARMS



MILK FROM FAMILY FARMS

TruMoo® is a brand of Dairy Farmers of America (DFA), a national farmer-owned dairy cooperative made up of family farmers from across the country. At DFA, we're passionate about delivering the simple pleasures of real dairy to people everywhere, straight from the family farmers who own us. As family-owned and family-run businesses, each farm looks a little different, but one thing remains the same — a dedication to producing the dairy you know and love in your favorite foods, all while staying committed to the land, their animals and the families they feed.



Paula De Snayer | De Snayer Dairy | Lodi, Calif.



Jason Tillotson | Cottonwood Farms | Pavilion, N.Y.

SUSTAINABLY MADE DAIRY

Dairy farmers have always been stewards of the land, with centuries-long traditions of tending to their herds and the earth. Today, sustainability isn't just an initiative for them, it's a way of life. From recycling water to use for irrigating crops to installing solar panels to power their farms with renewable energy, the family farm-owners of DFA are taking steps today to preserve the planet for tomorrow.