



“Milk On the Go” Cooler Grant FAQ

Q: Who is Eligible to apply for a “Milk on the Go” Cooler for Coaches grant?

A: Nebraska High School Coaches and Athletic directors collaborating with School Nutrition Managers/ Directors within the school/district.

Q: Do we receive free chocolate milk along with the cooler?

A: No, your high school is responsible for purchasing milk for the cooler from your school nutrition department and there are several ways to raise funds to purchase the milk:

1. *Approach Booster Club to help support the purchase of milk for athletes*
2. *PTA/PTO fundraiser to help raise funds for the purchase of milk*
3. *Approach School and Community Partners for funding*

Q: Can we store other beverages in the cooler?

A: The only items to be stored in the milk cooler are milk and other dairy foods to provide to your athletes after a workout, practice or game.

Q: When can milk be used?

A: The “Milk on the Go” Cooler for Coaches grant program is not intended to be used as a replacement or substitution for milk sold in the school nutrition programs. Chocolate milk should be provided to athletes after a practice, workout or game. Chocolate milk cannot be provided in competition with the school nutrition programs during the breakfast or lunch service times.

Q. What kind of cooler is it?

A: The cooler is an insulated bag with Fuel Up to Play 60 logo and dispensing lid. It can hold approximately 50 cartons of milk. With the cooler comes a collapsible heavy duty travel cart made for optimal storage and transport. Ice packs are not included.



Q: Who do I contact for more information?

A: MidwestDairyCouncil@midwestdairy.com.