Yogurt Smoothies Help Grow Dairy Sales and Average Daily Participation (ADP)

**SALES**

Up to **518%**

Reported Yogurt Sales Increases*

**STUDENTS**

**16-74%**

Reported ADP increases*  

Source: Data collected from 4 local dairy associations, 2011-16

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**Smoothie Trend Expected to Accelerate**

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One serving of yogurt contains:

- **20% DV Calcium**
- **17% DV Protein**
- **20% DV Phosphorus**
- **25% DV Riboflavin**
- **40% DV Vitamin B12**
- **20% DV Pantothenic Acid**
- **15% DV Zinc**

**Source:** https://www.mordorintelligence.com/industry-reports/smoothies-market

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"Meal Deal" Smoothie

2. Add extras*, optional. Put the cover on the blender.
3. Pulse until smooth. Pour into cups.
4. Refrigerate until service. Hold for cold service at 4°F or below.

Yield: Approximately 1-20 oz serving.

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**Meal Deal**

When specifications are followed, Smoothies qualify as a reimbursable meal.

*Results vary by school.  
Source: 2015-18 Business Cases