



DAIRY WEST

SMART SWAPS TASTE TEST PROMOTION

DISCOVER. TASTE. VOTE. INSPIRE.

Dairy West is excited to invite you to participate in the **Smart Swaps Taste Test Promotion**, a fun and engaging opportunity to introduce students to delicious dairy-inspired recipes while gathering valuable feedback to support future menu decisions.

Each participating site will select and feature **three Smart Swaps recipes of their choice**, including the **NEW lunch recipes** released at ANC. To gain a broader perspective, schools are encouraged to involve students from different grade levels whenever possible.

PARTICIPATION INCENTIVES

Up to **\$200** to support food and supply costs for taste test activities

OR

Apply the funds toward an additional **smallwares certificate**

Participating Sites Receive:

\$500 smallwares credit when completed taste test results are submitted



PROGRAM TIMELINE:

Conduct taste tests anytime between program launch and **March 2027**.



This promotion is a great fit for:

- National School Lunch Week (October 12–16, 2026)
- National School Breakfast Week (March 1–5, 2027)
- Farm to School Month
- Dairy Month celebrations
- Student wellness events
- Any school nutrition promotion throughout the year



**TO LEARN MORE & FIND
PROGRAM RESOURCES**

WHAT IS SMART SWAPS?

Smart Swaps is a collection of **school-friendly recipes** that showcase nutritious, delicious ways to incorporate dairy into school meals. Featuring milk, cheese, and yogurt, these recipes are designed to **support school nutrition standards** while introducing students to **appealing new menu options**.

Explore the full recipe collection:



5 STEPS FOR SUCCESS

1

STEP 1: CHOOSE YOUR RECIPES

Select three Smart Swaps recipes to feature with students. Consider offering a variety of recipe types or testing with different grade levels to gather diverse feedback.

2

STEP 2: SCHEDULE YOUR TASTE TESTS

Plan when and where students will sample the recipes. Taste tests can be incorporated into meal service, special events, or promotional celebrations throughout the school year.

3

STEP 3: PREPARE & SERVE SAMPLES

Prepare recipes according to the provided directions and offer samples to participating students.

4

STEP 4: GATHER STUDENT FEEDBACK

Use the provided evaluation tools to **collect student responses** and comments about the recipes.

5

STEP 5: SUBMIT YOUR RESULTS

Complete and return the **Taste Test Results Form** to share student feedback and qualify your district for the participation incentive.



**DAIRY
WEST**

Thank you for helping students discover new dairy favorites while supporting menu innovation in your schools!