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# Dairy Vending Start-up Offer Guidelines

Mid-Atlantic Dairy Association's Vending Start-up Offer is provided to increase the availability and consumption of dairy products in vending. Funding is available on two levels for districts with self-operation of dairy vending.

**Level 1 = \$2,000.00 grant per new machine**

**Level 2 = Fully funded grant per new machine**

**Guidelines for schools:**

- Placement of new dairy vending machines must be within our service area as shown below.
- The dairy vending machine must be NEW to the site or an EXPANSION of the existing number of machines. If the location currently has a dairy vending program through an existing vending operator, it does not qualify for funding.

**Conditions which must be met within the first year of the new program:**

**Level 1 - \$2,000 grant**

- The vending machine must include a minimum of 50% dairy products (2½ to 3 rows) placed prominently in the machine. Milk in plastic bottles preferred, if available.
- A variety of milk flavors (chocolate, strawberry, etc.) and fat contents must be maintained.
- Mid-Atlantic Dairy Association reserves the right to request sales data for publicity and/or tracking purposes.
- The machine must be properly maintained and operate dependably.

**Level 2 - Fully funded grant**

- The vending machine must include 100% dairy products. No exceptions or the grant is revoked.
- Meet all of the other criteria as listed under the Level 1 grant.

**To secure funding for your school:**

- Apply online at <http://dairyspot.com/vendors/vendors.html> OR submit the vending pre-approval fax form. When approved and machine is installed, submit completed application with supporting documentation for reimbursement.
- Funding is limited and Mid-Atlantic Dairy Association reserves the right to determine all funding awarded.

