

Instructions for Lower Fat Milk Waiting Room Taste Test

Taste Test Instructions for a Group

Supplies Needed:

- 1% milk in the original container
- 2% milk in the original container
- 2 colors/patterns of small (3 ounce) paper cups
- Trays (optional)
- Cooler or ice bucket
- Ice
- Trash can
- Paper towels or napkins if available (“just in case”)
- Handout: “Moovve to low-fat or fat-free milk” (DHHS # 1441)

Notes:

- Do **not** use clear cups (difference can be seen)
- Do **not** use red cups (red is associated with whole milk)
- Do **not** use whole or fat-free (skim) milk

Purpose:

Lower fat milk tastes good, has the SAME amounts of vitamin D, calcium, and protein as whole milk, and has lower amounts of fat and calories. In blind taste tests, 9 out of 10 people like the taste of low-fat (1%) or fat-free (skim) milk. This taste test is an easy way to demonstrate to a group of people that most people can't tell the difference between reduced-fat (2%) and 1% milk.

Prior to activity:

Keep the milk refrigerated until you are ready to start the activity. Disguise the original containers of milk by covering the labels and caps. Just prior to the activity, put the milk containers in a cooler or ice bucket and fill with ice. Set up your demonstration area with one set of paper cups next to one container, and the other set (which should have a different color or pattern) next to the other. You need to consistently pour the same milk into the same color cup each time. You may pour the milk in the kitchen rather than disguise the original milk container. Be sure your pourer knows which cups should be used for each type of milk. Do not leave the demonstration area unsupervised.

Activity:

This activity can be done with the entire group taking a taste or with the group watching 1 or 2 participants trying to guess which milk has less fat. Either way, the group will see that it is hard to tell which milk is which, and that tasters like the taste of 1% milk.

Explain to your participants that they are going to be taste testing different kinds of milk today (do NOT tell them at this point that you only have 2% and 1% milk). Ask the participants what kind of milk they usually drink at home (whole, 2%, 1% or skim) and if the entire family drinks the same kind of milk.

Pour a small amount of each type of milk for each participant. Give each participant both types at the same time, so they can compare them. (Do not pressure anyone who is not a milk drinker to participate, as they may negatively affect the attitudes of others taking the test.)

After the participants sample the milk, ask them to tell you which milk they like better and which one they think has less fat. Reveal the actual contents of the different cups of milk. Emphasize to the participants that just as they were unable to tell which milk was which, often family members will be unable to distinguish between 2% and 1% milk.

Tell participants that lower fat milk has the SAME amounts of vitamin D, calcium, and protein as whole milk, and has lower amounts of fat and calories. Lower fat milk is healthier for everyone. If participants are using whole milk, encourage them to switch first to 2%, and wait a few weeks before moving to 1% milk and then skim milk.

Ask participants if they know how 1% and skim milk are made. Many people think that 1% or skim milk is made by adding water to whole milk. At milk processing plants, **all the fat** is removed from **all the milk**. Fat is then added back to the skim milk to make 1%, 2%, or whole milk. Remind participants that lower fat milk has the same nutrient content as whole milk, but not the fat.