



# MARKETING RESOURCES GUIDE

## Feature Summer Harvest Themes

Emphasize freshness and nutrition of Summer Meals. Tie into your district's Farm to School events and make it fun with the themed celebrations listed below.

### JUNE 2024 National Dairy Month

Not only is June the perfect month to kick off your Summer Meals program, it's also the national showcase month for all the nutritional goodness of milk, cheese and yogurt. Celebrate with these fun events!

JUNE 1



#### June 1st: World Milk Day

Begin Dairy Month with this popular [Chocolate Milk Blender recipe](#). Celebrate on Monday, the 3rd

JUNE 4



#### June 4th: National Cheese Day

Offer ever-popular Grilled Cheese Sticks as part of your meals. [Get the recipe here](#)

#### June 7th: National Chocolate Ice Cream Day

Cool off a hot summer day with everyone's favorite chocolate ice cream.

JUNE 7



#### June 21st: National Smoothie Day

Our recipe for [Peach Smoothies](#) was made for this special day.

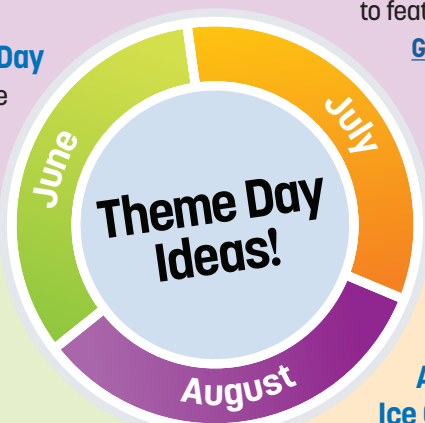
JUNE 21



#### June 25th: National Strawberry Parfait Day

The Strawberry Banana Parfait is a perfect way to feature strawberry goodness! [Get the recipe here](#)

JUNE 25



### JULY 2024 When Summer Really Gets Cooking!

JULY 4



#### July 4th: Independence Day

Chef Jernard Wells has the perfect recipe for this day: The Red, White, and Blue Yogurt Parfait! [Get the recipe here](#)

JULY 11



#### July 11th: National Blueberry Muffin Day

This one is easy and full of anti-oxidants! Our [Blueberry Muffin Parfait recipe](#) is perfect for summer meals.

JULY 14



#### July: National Grilling Month

Top your grilled burger or hot dog with your favorite slice of cheese or cheese sauce!



### AUGUST 2024 Time for Some Refreshing Cool-offs

#### August 2nd: National Ice Cream Sandwich Day

Cool off a hot summer day with everyone's favorite—ice cream sandwiches.

AUGUST 2



#### August 7th: National Raspberries N' Cream Day

Yogurt, granola and raspberries? That's a winning combination.

AUGUST 7



#### August 11th: National Melon Day

Serve cantaloupe or honeydew melon dippers with yogurt. Celebrate Mon., 8/12

AUGUST 11



#### August 25th: National Banana Split Day

Try this classic with vanilla yogurt, fresh bananas, strawberries and blueberries, topped with granola. Celebrate Mon., 8/26

AUGUST 25



AMERICAN DAIRY ASSOCIATION NORTH EAST