

Taste Test

Moove to Lowfat or Fat Free Milk

Materials Local Agencies Will Need to Provide:

2 muffin tins for serving the tasting cups -use a 12-cup tin (milk samples will go in center row). The center row is marked A, B, C and D from left to right to keep track of the milk samples. One muffin tin at a time is placed on top of a box when the samples are presented to the taster. The second muffin tin can be used to prepare samples for the next taster in line.

3 ounce cups (opaque, not clear)

2 clip boards (to hold data sheets)

Pens (to record responses)

Dark Glasses (to cover Tasters' eyes and mask the appearance of the milk)

Milk (fat free skim, lowfat 1%, reduced fat 2% and whole milk. Plan on one ounce of milk per person for each type of milk our about $\frac{1}{2}$ gallon for 50 people.

Paper towels for clean up

Trash can for disposal of cups

To complete Taste Test:

Staff should encourage clients to participate in taste test. Challenge them to take the test to see if they like the taste of whole, reduced fat, lowfat and fat free milk. Explain that the test will only take a few minutes, but could help them cut a lot of calories, fat and saturated fat from their diets.

1. Staff assigns a number from 1-20 to the client doing the taste test. This number will determine the order that the client will be given different milk samples. The order to be used is included on the Taste Test Preparation Sheet included in the kit.
2. Staff prepares milk samples for the Taster. Four empty cups are placed in the muffin tin which is labeled as A, B, C and D. Staff should pour the appropriate type of milk into each cup as indicated on taste test preparation sheet.
3. The client is asked to put on the dark glasses to make it more difficult to see the appearance of the milk.
4. WIC staff will ask the Taster the following questions and record the information on the Taste Test Response Data Sheet (included in the

- kit): Taster's number, what type of milk the taster usually drinks and how often.
5. WIC staff then should explain the taste test to the client. "I'd like you to taste 4 kinds of milk. One is fat free, which has no fat; one is lowfat or 1% which has very little fat; one is reduced fat or 2%, which is fattier; and one is whole milk also called vitamin D or regular milk which has the most fat. You'll taste them in random order and I'll hand you one cup at a time. After tasting each sample, I'll ask you to identify it and tell me if you like it. This is not a comparison test. We want you to guess based on the taste of each individual milk and not in comparison to others. We also want you to determine the type of milk from the taste and not from the appearance."
 6. WIC staff hand the Taster milk cup A. After she tastes it, ask "Did you like it?" then ask, "What type of milk was that? Fat free, low fat, reduced fat, or whole?" Make the Taster guess before you offer the next milk sample. Don't remind the Taster of her previous guess. It is okay for the Taster to make the same guess more than once. WIC staff record the client's response. Repeat for cup B, C, and D. To ensure accurate results, the staff should always present the cups in the order A to D.
 7. Only the original guess will be counted. If the Taster insists that you change a guess after tasting subsequent samples, write their second guess in the comments column followed by the letter of the sample. Do not change the original response. Any comments such as, "They all taste the same" or "I like them all" should also be noted in the comments section.
 8. After the Taster finishes tasting all the milk samples, WIC staff should briefly discuss the results with her. This is a great opportunity to take with clients about the importance of good nutrition and encourage them to switch to either lowfat or fat free milk. First focus on the taste of milk. Determine the lowest fat milk the Taster liked and encourage them to switch to it if it is low fat or fat free milk. If the lowest fat milk that the Taster liked was reduced fat or whole, suggest that they wean themselves to a lower fat milk. Examples of responses follow:

If the Taster could not tell the difference between the milks or said they like the taste of fat free:

- Suggest that they switch to fat free milk. It has all the vitamins, including Vitamin D and calcium of whole or 2% milk without all of the fat.

If the Taster likes the taste of lowfat milk:

- Point out that lowfat and fat free milk are the only low fat milks. The low fat claim on reduced fat (2%) milk does not meet the government's definition of low fat.
- Suggest that they switch to lowfat milk. It is much lower in calories and saturated fat than whole or 2% milk.

For those concerned about weight:

- Point out that whole milk has 160 calories and fat free milk has 90. If the Taster only liked reduced fat (2%) or whole milk.
- Use the food label to point out that 1 cup of whole milk has $\frac{1}{4}$ the daily budget for saturated fat, and saturated fat is a major contributor to heart disease.
- Recommend that they gradually work their way down by first switching to reduced fat milk for 2-3 weeks. Once they become used to using reduced fat milk, then they should switch to lowfat milk.

9. If the Taster agrees to change to lowfat or fat free milk or continue to drink those milks, the staff should mark the box on the data sheet. Thank the Taster for their participation in the taste test and offer them some information on lower fat milk.

Taste Test Preparation Sheet

Taster Number	Sample A	Sample B	Sample C	Sample D
1	Fat Free	Reduced Fat (2%)	Lowfat (1%)	Whole
2	Reduced Fat (2%)	Lowfat (1%)	Whole	Fat Free
3	Whole	Lowfat (1%)	Reduced Fat (2%)	Fat Free
4	Lowfat (1%)	Reduced Fat (2%)	Fat Free	Whole
5	Whole	Fat Free	Lowfat (1%)	Reduced Fat (2%)
6	Reduced Fat (2%)	Lowfat (1%)	Whole	Fat Free
7	Fat Free	Lowfat (1%)	Reduced Fat (2%)	Whole
8	Lowfat (1%)	Reduced Fat (2%)	Whole	Fat Free
9	Reduced Fat (2%)	Whole	Fat Free	Lowfat (1%)
10	Lowfat (1%)	Fat Free	Reduced Fat (2%)	Whole
11	Fat Free	Whole	Lowfat (1%)	Reduced Fat (2%)
12	Whole	Reduced Fat (2%)	Lowfat (1%)	Fat Free
13	Reduced Fat (2%)	Whole	Fat Free	Lowfat (1%)
14	Whole	Reduced Fat (2%)	Lowfat (1%)	Fat Free
15	Lowfat (1%)	Whole	Fat Free	Reduced Fat (2%)
16	Fat Free	Reduced Fat (2%)	Lowfat (1%)	Whole
17	Fat Free	Whole	Lowfat (1%)	Reduced Fat (2%)
18	Whole	Lowfat (1%)	Reduced Fat (2%)	Fat Free
19	Lowfat (1%)	Fat Free	Whole	Reduced Fat (2%)
20	Fat Free	Reduced Fat (2%)	Whole	Lowfat (1%)

Taste Test Response Sheet

Taster Number: _____

Milk Taster Usually Drinks: Fat Free Lowfat (1%) Reduced Fat (2%)
 Whole

How Often? Daily Weekly Monthly Never

Sample A	Sample B	Sample C	Sample D
<input type="checkbox"/> I liked this sample	<input type="checkbox"/> I liked this sample	<input type="checkbox"/> I liked this sample	<input type="checkbox"/> I liked this sample
<input type="checkbox"/> I disliked this sample	<input type="checkbox"/> I disliked this sample	<input type="checkbox"/> I disliked this sample	<input type="checkbox"/> I disliked this sample
I think this sample was:	I think this sample was:	I think this sample was:	I think this sample was:
<input type="checkbox"/> Fat Free (skim)	<input type="checkbox"/> Fat Free (skim)	<input type="checkbox"/> Fat Free (skim)	<input type="checkbox"/> Fat Free (skim)
<input type="checkbox"/> Lowfat (1%)	<input type="checkbox"/> Lowfat (1%)	<input type="checkbox"/> Lowfat (1%)	<input type="checkbox"/> Lowfat (1%)
<input type="checkbox"/> Reduced Fat (2%)	<input type="checkbox"/> Reduced Fat (2%)	<input type="checkbox"/> Reduced Fat (2%)	<input type="checkbox"/> Reduced Fat (2%)
<input type="checkbox"/> Whole	<input type="checkbox"/> Whole	<input type="checkbox"/> Whole	<input type="checkbox"/> Whole
Comments:	Comments:	Comments:	Comments:

Taster Agrees to Try to Switch or Continue Using Lowfat or Fat Free Milk