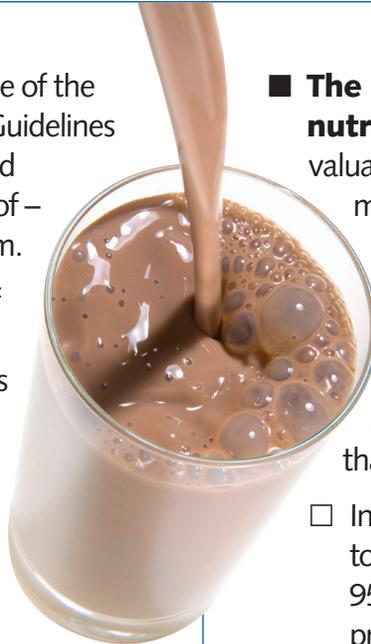


# JUST THE FACTS: FLAVORED MILK

- Milk is the #1 food source of three of the four nutrients the 2010 Dietary Guidelines for Americans say both adults and children need to consume more of – vitamin D, calcium and potassium.
- It's important to offer a variety of choices to ensure kids have more opportunities to get the nutrients found in milk, versus choosing drinks with no nutritional value.
  - Milk, including flavored milk, is packed with nine essential nutrients that are important for kids' growth and development.
  - A study showed eliminating flavored milk from elementary schools resulted in a dramatic drop in milk consumption (35%).
  - Whenever you decrease the intake of ANY nutrient-dense food, you must think about the negative consequences of taking away vital nutrients from children that help fill important nutrient gaps.
  - Research shows that flavored milk, which delivers nine essential nutrients, contributes just 3% of added sugars to kids' diets versus sodas and fruit drinks, which account for close to half of the added sugar and deliver much less, if any nutritional value.
    - There are far better ways to trim calories and added sugars from school meals than removing flavored milk, which makes so many key contributions to a child's diet.



- **The nation's leading health and nutrition organizations** recognize the valuable role that milk, including flavored milk, can play in meeting daily nutrient needs.
  - The industry is proud to offer great-tasting, kid-approved flavored milk that's lower in fat, contains less added sugar and has fewer calories than ever before.
    - In fact, the majority of milk in schools today is already low-fat or fat-free, and 95 percent of flavored milk in schools is projected to be at or below 150 calories for the 2011-12 school year.
    - On average, the flavored milk offered in schools today contains just 39 calories more than white milk.
    - And, dairy companies have worked with schools to reduce the amount of added sugar by an average of 30% in the last five years alone.
  - Studies show that school-aged children who drink flavored milk actually drink more milk overall, have better quality diets, do not have higher intakes of added sugar or total fat, and are just as likely to be at a healthy weight compared to kids who do not consume flavored milk.
  - Childhood obesity is a real serious problem, one that cannot be solved by removing a single food, but only by understanding the greater need to provide kids with healthy, balanced meals and opportunities for daily physical activity.