

Fewer Choices Mean Fewer Kids Will Drink Milk

Are schools about to discourage kids from drinking milk?

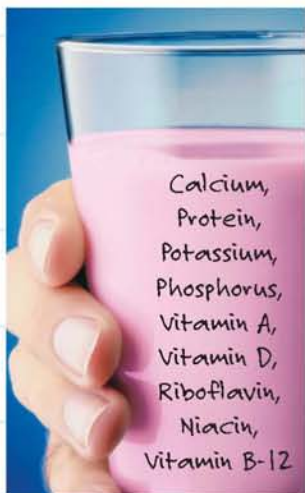


School Foodservice Directors across the country have worked hard to introduce innovative new milk products to encourage more students to drink milk. Be careful that these efforts are not wasted. Many schools are not aware that guidelines **restricting added sugar, fat levels and serving sizes** could permit only limited milk selections that kids may not like. Ironically, school has been the place where many students get their entire daily consumption of dairy.



Extremely low limits on added sugars could keep flavored milk out of your school!

School Foodservice Directors know it's important to keep kids drinking milk as long as possible. But as children move into adolescence, their milk intake often decreases while their soft drink consumption doubles. Flavored milk is a good strategy to prevent the switch. For this reason, schools may want to avoid extremely low limits on total sugars or added sugars that could keep flavored milk out of schools. After all, added sugar in flavored milk totals less than **2%** of total added sugar in a teen's diet, while sodas and fruit drinks provide more than **50%**.



Research shows that kids who include flavored milk in their diets consistently drink more milk in general, weigh the same or less than kids who don't drink milk, and do not have a higher intake of total fat in their overall diets. Children who drink flavored milk get more calcium and consume fewer nutrient-void soft drinks and fruit drinks (those containing less than **10%** fruit juice) than children who don't drink flavored milk. The study also concludes that children who consume flavored milk do not have higher intakes of added sugars or total fat in their overall diet in comparison to children who don't consume flavored milk.

Johnson, R.K. et al. The nutritional consequences of flavored-milk consumption by school-aged children and adolescents in the United States. *Journal of the American Dietetic Association*. 2002; 102; 853-856.

Americans drink three times more 2% milk than 1% milk.

As childhood obesity has risen, milk consumption has been on the decline. Providing a variety of milk is a key strategy to getting more of your students to choose milk. Kids tend to drink the milk variety at school that they drink at home. For example, 2% reduced fat milk is consumed at about three times the volume of 1% lowfat milk. If you limit their choices, they will be more likely to drink a less healthy beverage. One answer is for schools to promote the lowfat and fatfree milk while continuing to offer other fat levels.

*Murphy M, Douglass J, Latulippe M, Barr S, Johnson R, Frye C. Beverages as a source of energy and nutrients in diets of children and adolescents. *Experimental Biology* 2005. Abstract #275.4



Research shows milk drinkers weigh less and have less body fat than those who choose soda.



In one study, girls who drank milk instead of soft drinks weighed less and had less body fat – particularly around the middle. The results revealed that as intake of milk and milk products went up, body fat went down. In fact, the teen girls who drank the recommended four 8-oz. glasses of milk a day had 1/8" slimmer waistlines than their peers who drank soda. Also, for every extra serving of milk (300mg calcium) consumed, the girls weighed an average of two pounds less. Conversely, the girls who drank an extra can of soda a day were four pounds heavier.

Novotny, R. et al. Dairy intake is associated with lower body fat and soda intake with greater weight in adolescent girls. *Journal of Nutrition*. 2004; 134(8): 1905-1909.



Girls on a high-calcium diet (1 pint of milk daily) gain weight at the same rate as girls on a typical diet, even with an increase in calories. The sample included 59 girls, 9 years of age. Weight was measured after a 2-year interval.

Lappe, J.M. et al. Girls on a high-calcium diet gain weight at the same rate as girls on a normal diet: A pilot study. *Journal of the American Dietetic Association*, 2004; 104:1361-1367.

A study of 99 children, ages 3-13, followed over 12 years, suggests that low intakes of milk during childhood may contribute to acquiring more body fat. Children who drank more milk gained less weight and fat than children who drank little milk.

Moore, L.L. et al. Low intakes of dairy products in early childhood may increase body fat acquisition. *Obesity Research* 2003; 11(S): 130-OR.

Researchers studied 884 children aged 7.5 years. Results showed a significant inverse association between frequency of milk consumption and body mass.

Barba, G. et al. Inverse association between body mass and frequency of milk consumption on children. *British Journal of Nutrition*. 93(1) 15-19, Jan, 2005.

Kids need more than 8 oz. of milk a day.

Why potentially limit the serving size of milk to 8 ounces? Milk is a child's primary source of nine essential vitamins and minerals. And new U.S. Guidelines recommend that Americans above the age of eight have three servings of lowfat or fat-free dairy each day. Teens are encouraged to have at least 32 oz. a day! Only 2% of youth meet these recommendations. And nearly nine out of 10 teenage girls and seven out of 10 teenage boys do not meet their daily calcium requirement. Limiting the serving-size on vended or a la carte products could also hamper a school's ability to use many of the popular, single-serve milk products. They are typically larger than 8 ounces.



Milk's nutrition is superior*

	Calcium	Potassium	Phosphorus	Magnesium	Vitamin A	Protein	Zinc	Vitamin C	Calories	Added Sugar
MILK	★1	★1	★1	★1	★2	★4	4	10	4	9
SODAS and FRUIT DRINKS	5	14	6	12	18	26	7	2	★1	★1

Ranking of Milk vs. Soft Drinks as a Source of Nutrients in Children's Diets

*Murphy M, Douglass J, Latulippe M, Barr S, Johnson R, Frye C. Beverages as a source of energy and nutrients in diets of children and adolescents. *Experimental Biology* 2005. Abstract #275.4



Go to www.milkdelivers.org for more success stories, tools and resources to help you get started on an enhanced milk program for your school.