

Top Five Reasons to Raise Your Hand for Flavored Milk

1

Milk provides nutrients essential for good health and kids will drink more when it's flavored.

2

Flavored milk contains the same nine essential nutrients as white milk and is a healthful alternative to soft drinks.

3

Drinking low-fat or fat-free white or flavored milk helps kids get the 3 daily servings* of milk recommended by the *Dietary Guidelines for Americans*, and provides three of the five “nutrients of concern” that children do not get enough of – calcium, potassium and magnesium as well as vitamin D.

4

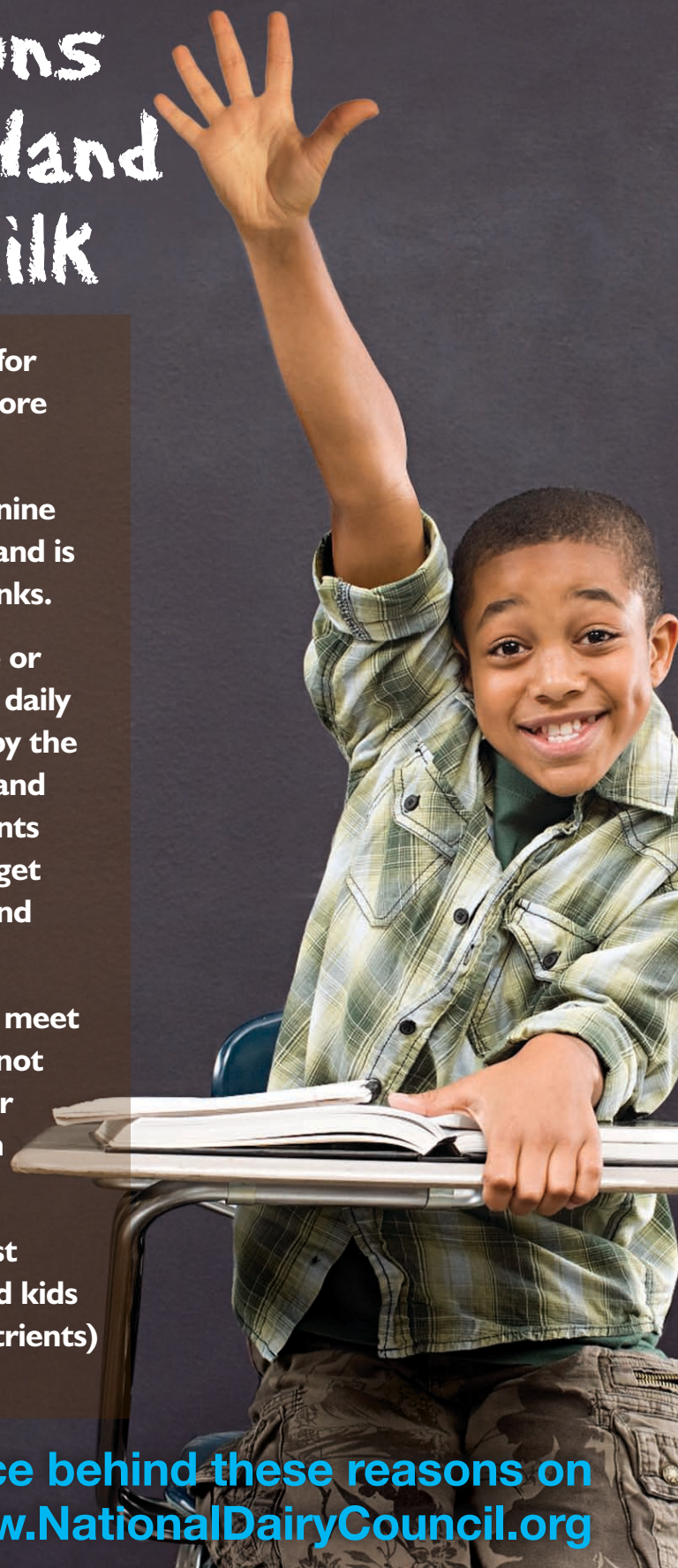
Children who drink flavored milk meet more of their nutrient needs; do not consume more added sugar, fat or calories; and are not heavier than non-milk drinkers.

5

Low-fat chocolate milk is the most popular milk choice in schools and kids drink less milk (and get fewer nutrients) if it's taken away.

Read about the science behind these reasons on www.NationalDairyCouncil.org

These health and nutrition organizations support 3-Every-Day™ of Dairy, a science-based nutrition education program encouraging Americans to consume the recommended three daily servings of nutrient-rich low-fat or fat-free milk and milk products to improve overall health.





1. Milk provides nutrients essential for good health and kids will drink more when it's flavored.

- Flavored milk drinkers consume more milk than exclusively white milk drinkers.¹ Offering flavored low-fat or fat-free milk can help increase milk consumption and boost overall participation in school meal programs.²
- Two government programs, the National Institute of Child Health and Human Development's Milk Matters³ and the U.S. Department of Health and Human Services' Best Bones Forever,⁴ recommend low-fat and fat-free flavored milk as a good option for children.

2. Flavored milk contains the same nine essential nutrients as white milk and is a healthful alternative to soft drinks.

- Low-fat and fat-free flavored milk contains — calcium, potassium, phosphorus, protein, vitamins A, D and B12, riboflavin and niacin (niacin equivalents) — and can help kids meet their calcium recommendations.⁵
- Flavored milk drinkers have lower intakes of soft drinks compared to those who do not drink flavored milk.¹
- The American Academy of Pediatrics policy statement *Soft Drinks in Schools* encourages schools to offer low-fat or fat-free white or flavored milk, water or real fruit or vegetable juice as healthful alternatives to soft drinks.⁶

3. Drinking low-fat or fat-free white or flavored milk helps kids get the 3 daily servings of milk recommended by the Dietary Guidelines for Americans, and provides three of the five “nutrients of concern” that children do not get enough of – calcium, potassium and magnesium as well as vitamin D.

- The 2005 *Dietary Guidelines for Americans* acknowledges milk and dairy foods' contribution to bone health and improvement of diet quality.⁷

- The AAP recommends that children consume three servings of dairy foods daily and that adolescents consume four servings a day to meet calcium recommendations.⁸
- Milk drinkers, in general, consume more calcium, phosphorus, magnesium, potassium and vitamin A than non-milk drinkers.⁹

4. Children who drink flavored milk meet more of their nutrient needs; do not consume more added sugar, fat or calories; and are not heavier than non-milk drinkers.

- The American Heart Association states that “when sugars are added to otherwise nutrient-rich foods, such as sugar-sweetened dairy products like flavored milk and yogurt and sugar-sweetened cereals, the quality of children's and adolescents' diets improves, and in the case of flavored milks, no adverse effects on weight status were found.”¹⁰
- According to the 2005 *Dietary Guidelines for Americans*, adding a small amount of sugar to nutrient-dense foods such as reduced-fat milk products helps enhance their palatability and improves nutrient intake without contributing excessive calories.⁷
- Flavored milk drinkers do not have higher total fat or calorie intakes than non-milk drinkers.¹
- Children who drink flavored and white milk don't have higher body mass index (BMI) than those who do not drink milk.⁹

5. Low-fat chocolate milk is the most popular milk choice in schools and kids drink less milk (and get fewer nutrients) if it's taken away.

- According to 2005 USDA data, 66% of the milk chosen by children in schools is flavored; most (60%) of which is low-fat (1%) or fat-free.¹¹
- Removing flavored milk from schools has been shown to result in a 62-63 percent reduction in milk consumption by kids in kindergarten through 5th grade, a 50 percent reduction in milk consumption by adolescents in 6th through 8th grades, and a 37 percent reduction in milk consumption in adolescents in 9th through 12th grades.¹²

www.nationaldairycouncil.org/childnutrition

©National Dairy Council 2010®

* Daily recommendations - 3 cups of low-fat or fat-free milk or equivalent milk products for those 9 years of age and older and 2 cups of low-fat and fat-free milk or equivalent milk products for children 2-8 years old.

REFERENCES

1. Johnson RK, Frary C, Wang MQ. The nutritional consequences of flavored milk consumption by school-aged children and adolescents in the United States. *J Am Diet Assoc.* 2002; 102(6):853-856.
2. National Dairy Council and School Nutrition Association. The School Milk Pilot Test. Beverage Marketing Corporation for National Dairy Council and School Nutrition Association. 2002. http://www.nutritionexplorations.org/sfs/schoolmilk_pilottest.asp (Accessed January 4, 2009).
3. NICHD. For Stronger Bones...for Lifelong Health...Milk Matters! Accessed Sept 7, 2009 via http://www.nichd.nih.gov/publications/pubs/upload/strong_bones_lifelong_health_mm1.pdf
4. HHS, Best Bones Forever. Accessed Sept 7, 2009 via <http://www.bestbonesforever.gov/>
5. Frary CD, Johnson RK, Wang MQ. Children and adolescents' choices of foods and beverages high in added sugars are associated with intakes of key nutrients and food groups. *J Adolesc Health* 2004;34(1):56-63.
6. American Academy of Pediatrics, Committee on School Health. Soft drinks in schools. *Pediatrics* 2005; 113:152-154.
7. United States Dept. of Health and Human Services, United States Dept. of Agriculture and United States Dietary Guidelines Advisory Committee, 2005 *Dietary Guidelines for Americans*. (6th ed. HHS publications, 2005, Washington D.C.)
8. Greer FR, Krebs NF and the Committee on Nutrition. Optimizing bone health and calcium intakes of infants, children and adolescents. *Pediatrics* 2006; 117:578-585.
9. Murphy MM, Douglas JS, Johnson RK, Spence LA. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in U.S. children and adolescents. *J Am Diet Assoc.* 2008; 108:631-639.
10. Johnson RK, et al. Dietary Sugars Intake and Cardiovascular Health. A Scientific Statement From the American Heart Association. *Circulation.* 2009; 120:1011-1020.
11. ENVIRON International Corporation. School Milk: Fat Content Has Declined Dramatically since the Early 1990s. 2008.
12. Patterson J, Sidel M. The Removal of Flavored Milk in Schools Results in a Reduction in Total Milk Purchases in All Grades, K-12. *J Am Diet Assoc.* 2009; 109,(9): A97.