

PUT YOUR MONEY ON MILK.

Dollar for dollar, cost per cup, no other beverage comes close to offering the same nutrients as real milk. Why pay **two or three times the cost of milk** for added ingredients, flavor and less nutrition? Milk's complete package gives it all to you — naturally — **for a fraction of the cost.**

Every glass of real milk gives you **high quality protein — with all 9 essential amino acids—and natural calcium.**

No matter what brand or type of real milk, the nutrients present stay the same. Alternative beverages vary in nutrient quality and quantity from one brand to the next, with no guarantee of which vitamins or minerals may be present. **Milk is consistent, every time.**



WHICH GLASS IS THE BEST DEAL?

REAL MILK	SOY BEVERAGE	ALMOND BEVERAGE	COCONUT BEVERAGE	OAT BEVERAGE	PEA BEVERAGE
Calcium Phosphorus Protein Niacin Riboflavin Vitamin A Vitamin B5 Vitamin B12 Vitamin D	Calcium Magnesium Phosphorus Protein Riboflavin Vitamin A Vitamin B12 Vitamin D	Calcium Vitamin A Vitamin D Vitamin E	Calcium Vitamin A Vitamin B12 Vitamin D	Calcium Riboflavin Vitamin A Vitamin B12 Vitamin D	Calcium Potassium Protein Vitamin A Vitamin B12 Vitamin D

MILK MYTHS: FACT VS. FICTION

1

MYTH: It's easy to get calcium without dairy foods like milk.

FACT: Dairy foods are the top source of calcium for Americans. It's difficult to get the calcium you need without them! That's because dairy foods, like milk, **contain the most calcium and in a form that's easy for your body to use.** It is harder for your body to use calcium from non-dairy foods like milk alternatives.

2

MYTH: People who are sensitive to lactose should avoid milk.

FACT: If you start with a small amount of milk daily and increase slowly over several days or weeks, you may build your tolerance. Or choose lactose-free milk. It is real milk, just without the lactose, and it provides the same nine nutrients that regular milk does.

3

MYTH: All milk contains hormones and antibiotics, except organic milk.

FACT: All milk is antibiotic free. It is strictly tested, both on the farm and at the processing plant. Any milk that tests positive for antibiotics at any point is immediately disposed of and does not get into the food supply. All milk, even organic, naturally has a small amount of hormones, which are broken down during pasteurization and the normal digestive process.

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NUTRIENTS IN MILK

Calcium — essential nutrient found naturally in milk. Calcium is necessary to build and maintain bone mass and strength.

Fat — an essential part of a healthy diet. Milk is available as fat free (skim), low-fat, reduced fat, and full fat (whole) varieties.

Protein — a nutrient needed to build and maintain muscle, keep blood healthy and body structure strong. High quality protein is found naturally in milk.

Total Carbohydrates — includes simple sugars (both added and naturally occurring) and complex carbohydrates. Milk contains lactose, a naturally occurring sugar.

BENEFITS OF MILK

- Milk protein is a **high quality protein**. An 8-ounce glass has more protein than an egg.
- Milk is **all natural**.
- Milk has **9 essential nutrients**, including high-quality protein to build muscle, calcium and vitamin D to strengthen bones, and B Vitamins for energy.
- Milk is **affordable**: One 8-ounce serving costs less than half of what milk alternatives cost.
 - Milk is **delicious**. And flavors like chocolate and strawberry pack the same nutrient punch.
 - Milk **rebuilds your body after exercise** with carbohydrates, protein, and electrolytes.
 - No matter how you drink it, milk is **convenient**.
 - Individual recyclable paper cartons
 - Individual biodegradable bottles sized for cup holders
 - Half gallon recyclable cartons
 - Biodegradable gallon containers
 - Glass bottles



Low-Fat Milk

Serving size: 8 oz.

Calories 100

% Daily Value



Added Sugar: No



Ingredients: LOW-FAT MILK, VITAMIN A, VITAMIN D



Soy Beverage

Serving size: 8 oz.

Calories 105

% Daily Value



Added Sugar: Yes



Ingredients: WATER, SOYBEANS, CANE SUGAR, TRICALCIUM PHOSPHATE, CALCIUM CARBONATE, VITAMIN A PALMITATE, VITAMIN D2, RIBOFLAVIN, VITAMIN B12, SEA SALT, NATURAL FLAVOR, GELLAN GUM



Almond Beverage

Serving size: 8 oz.

Calories 60

% Daily Value



Added Sugar: Yes



Ingredients: WATER, ALMONDS, CANE SUGAR, CALCIUM CARBONATE, VITAMIN E ACETATE, VITAMIN A PALMITATE, VITAMIN D2, SEA SALT, GELLAN GUM, SUNFLOWER LECITHIN, LOCUST BEAN GUM, ASCORBIC ACID, NATURAL FLAVOR

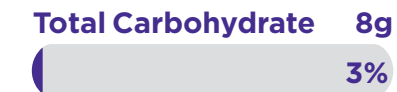


Coconut Beverage

Serving size: 8 oz.

Calories 70

% Daily Value



Added Sugar: Yes



Ingredients: WATER, COCONUT CREAM, CANE SUGAR, CALCIUM PHOSPHATE, VITAMIN A PALMITATE, VITAMIN D2, VITAMIN B12, SEA SALT, NATURAL FLAVOR, SUNFLOWER LECITHIN, GELLAN GUM, LOCUST BEAN GUM



Oat Beverage

Serving size: 8 oz.

Calories 130

% Daily Value



Added Sugar: No



Ingredients: WATER, OATS, SUNFLOWER SEED OIL, TRICALCIUM PHOSPHATE, POTASSIUM PHOSPHATE, CALCIUM CARBONATE, SEA SALT, GELLAN GUM, VITAMIN A PALMITATE, VITAMIN D2, RIBOFLAVIN, VITAMIN B12



Pea Beverage

Serving size: 8 oz.

Calories 90

% Daily Value



Added Sugar: Yes



Ingredients: WATER, PEA PROTEIN, CANE SUGAR, SUNFLOWER OIL, VITAMIN A PALMITATE, VITAMIN D2, VITAMIN B12, TRICALCIUM PHOSPHATE, DIPOTASSIUM PHOSPHATE, SUNFLOWER LECITHIN, NATURAL FLAVOR, SEA SALT, GUAR GUM, GELLAN GUM