



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 **twice the cost of milk** for added ingredients and flavor...and less nutrition? Milk's complete package gives it all to you — naturally — for **18¢ or less per cup!***

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



Which glass is the best deal?

REAL MILK	SOY BEVERAGE	ALMOND BEVERAGE	COCONUT BEVERAGE	RICE MILK BEVERAGE
Calcium Protein Vitamin A Vitamin D Vitamin B12 Phosphorus Potassium Riboflavin Niacin	Calcium Protein Vitamin D Vitamin B12 Phosphorus Riboflavin	Calcium Vitamin D Vitamin B12 Riboflavin	Vitamin D Vitamin B12	Calcium Vitamin D Vitamin B12 Riboflavin
AVERAGE PRICE/ CUP 18¢*	AVERAGE PRICE/ CUP 39¢*	AVERAGE PRICE/ CUP 39¢*	AVERAGE PRICE/ CUP 39¢*	AVERAGE PRICE/ CUP 39¢*

* Average price per cup based on 2013 Midwest retail pricing

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 alternatives have the same nutrients as milk.

FACT: Real milk has the most natural calcium. Milk alternatives don't even come close and must be fortified to meet dairy milk's natural nutrient package. Fortified nutrients can settle at the bottom of the container, making the actual nutrient content that you consume much less.

Milk substitutes just don't add up!

www.stldairycouncil.org

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 sugars (both added sugars and naturally occurring sugars like lactose found in milk), complex carbohydrates and fiber.

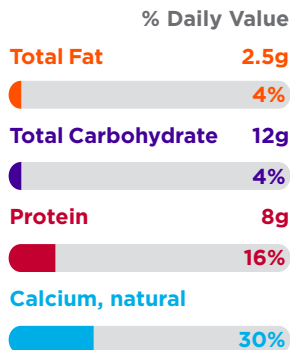
Benefits of Milk

- 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 so-called milk “substitutes” 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

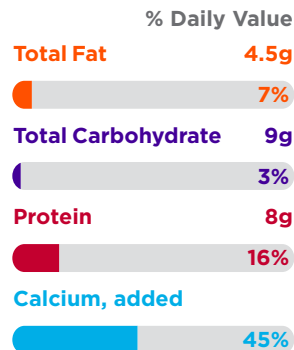


Ingredients: LOW-FAT MILK, VITAMIN A, VITAMIN D



Soy Beverage

Serving size: 8 oz.
Calories 110

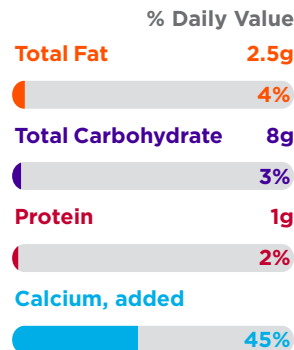


Ingredients: SOYMILK (FILTERED WATER, WHOLE SOYBEANS), CANE SUGAR, SEA SALT, CARRAGEENAN, NATURAL FLAVOR, TRI-CALCIUM PHOSPHATE, CALCIUM CARBONATE, VITAMIN A, VITAMIN D, RIBOFLAVIN, VITAMIN B12



Almond Beverage

Serving size: 8 oz.
Calories 60

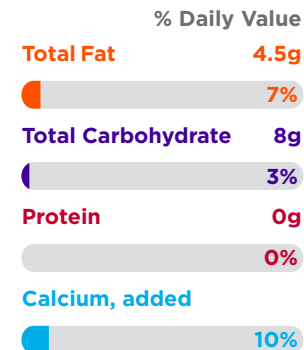


Ingredients: ALMOND MILK (FILTERED WATER, ALMONDS), EVAPORATED CANE JUICE, CALCIUM CARBONATE, SEA SALT, POTASSIUM CITRATE, CARRAGEENAN, SUNFLOWER LECITHIN, VITAMIN A, VITAMIN D, D-ALPHA-TOCOPHEROL



Coconut Beverage

Serving size: 8 oz.
Calories 70

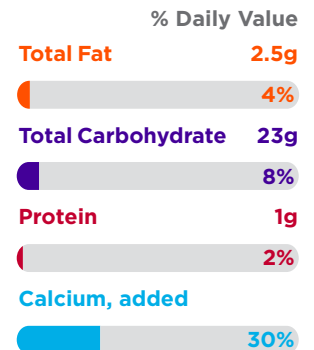


Ingredients: COCONUT MILK (WATER, COCONUT CREAM), DRIED CANE SYRUP, CALCIUM PHOSPHATE, MAGNESIUM PHOSPHATE, CARRAGEENAN, GUAR GUM, VITAMIN A, VITAMIN D, L-SELENOMETHIONINE, ZINC OXIDE, FOLIC ACID, VITAMIN B12



Rice Beverage

Serving size: 8 oz.
Calories 120



Ingredients: FILTERED WATER, BROWN RICE (PARTIALLY MILLED), EXPELLER PRESSED HIGH OLEIC SAFFLOWER AND/OR SUNFLOWER OIL AND/OR CANOLA OIL, TRICALCIUM PHOSPHATE, SEA SALT, VITAMIN A, VITAMIN D, VITAMIN B12