

Why Flavored Milk is Important for Student Nutrition

ONE OF THE MOST NUTRIENT-RICH BEVERAGES AVAILABLE IN SCHOOLS



*There's a nutrient powerhouse in a variety of flavors that today's kids love. **That beverage is milk,** delivering 9 essential nutrients, including some that appear to be seriously lacking in children's diets today. Lowfat milk*

*is an **excellent source of calcium, vitamin D, riboflavin and phosphorus,** and a good source of protein, potassium, vitamin A, vitamin B12 and niacin. With flavored milk you get all that nutrition plus the taste-appeal kids go for again and again.*

THE 9 ESSENTIAL NUTRIENTS

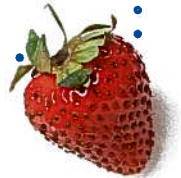


The Vitamin D Dilemma

Some researchers estimate that up to **55 percent of adolescents may be deficient in vitamin D** putting them at an increased risk for osteoporosis and debilitating bone diseases, according to a recent analysis of children living in the northeastern United States. **Milk is the leading source of vitamin D** in the diet, and flavored milk has the same nine essential nutrients as unflavored milk – including vitamin D.



- **FLAVORS HELP PREVENT THE SWITCH**
- As children move into adolescence their milk intake often decreases while their soft drink consumption doubles. Flavored milk is a good strategy for preventing the change.



Calcium Crisis

Government data reveals that **90% of teen girls and 70% of teen boys aren't getting the calcium they need** in their diets, which can put them at increased risk for stress fractures and bone breaks now and osteoporosis later in life. Flavored milk is a great solution because nutrition research has shown that children who drink flavored milk are **more likely to meet daily calcium recommendations compared to their peers who do not drink flavored milk.** And other research suggests that students who drink milk at lunch are the only group of young people currently getting enough calcium.



got milk?

Flavored Milk Combines Taste and Nutrition

Students favor flavored milk



Lowfat flavored milk helps students make a nutritious beverage choice. Currently over **70 percent of milk sold in schools is flavored milk**. If flavored options aren't available, students often choose soda, juice or flavored water over white milk. Studies show that when flavored milk is offered in schools **overall milk consumption increases – along with all the nutrients that go with it**.

Nutrition Facts

Flavored milk is a nutritious beverage choice.

Beverage	Nutrients*	Added Sugars (g)
Chocolate Milk (1%)	Protein Calcium Vitamin D Potassium Vitamin A Vitamin B12 Riboflavin Niacin Phosphorus	12
Cola	-	26
Diet Cola	-	0
Fruit Punch	Vitamin C	15
Iced Tea (sweetened)	-	22
100% Orange Juice	Vitamin C – Folate Thiamin – Potassium	0
Sports Drinks	Niacin, Vitamin B6, Vitamin B12	13

Serving size = 8 fluid ounces

*Provides 10% or more of the Daily Value per serving. Source: USDA Nutrient Database for Standard Reference, Release 21, 2008

The Real Story on Sugars

A half-pint of lowfat chocolate milk has the same amount of added sugar as in a single packet of cinnamon oatmeal. In fact, **flavored milk contributes less than 2%** of the total added sugar to the average teen's diet. Sodas and fruit drinks, on the other hand, account for 50% or more, delivering much less, if any, nutrition in the process. And best of all? Kids who drink **flavored milk increase their nutrient intake** without higher intakes of added sugars and total fat.

Flavored Milk as a Post-Exercise Drink



*Immediately after exercise, the body starts using protein to build and repair muscle. Flavored milk is a natural source of high quality protein. It has **essential nutrients not typically found in other sports***

drinks**, including calcium and vitamin D, which can help prevent stress fractures and broken bones. This makes **lowfat flavored milk a great post-exercise beverage for active students.

The Pediatricians' Opinion

Pediatricians have weighed the options, and now they've weighed in. In a 2006 clinical report, the American Academy of Pediatrics suggests that lowfat or fat-free flavored milks with modest amounts of added sweeteners are generally recommended to help **optimize the bone health and calcium intakes** of children and adolescents.

To download a PDF of this flyer, and see the research that supports flavored milk as an important source of nutrition in a student's diet, visit milkdelivers.org/resources.