



**International Dairy Foods Association**

Milk Industry Foundation

National Cheese Institute

International Ice Cream Association

September 14, 2009

The Honorable Blanche Lincoln  
Dirksen Senate Office Building 355  
Washington DC 20510-0404

Dear Senator Lincoln:

If you have been thinking that taxing flavored milks will benefit child nutrition, think again!

Milk provides nine essential vitamins and nutrients and plays an important role in the American diet, and especially that of children. Research indicates that children who consume flavored milk tend to meet their calcium needs without consuming more total fat and calories as compared with their peers.

The American Heart Association recently found 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.”

But, guess what happens when schools stop serving flavored milks. Recent research, to be presented at the American Dietetics Association's upcoming conference, found that removing flavored milk from schools resulted in up to a 62 percent reduction in milk consumption, depending upon grade. The drop off was the highest among grade schoolers who need milk the most.

Why would the government want to tax a product that is so good for our children's health?  
Beats me!

I have enclosed for your review a flyer detailing some of the advantages of the many benefits of flavored milk in our children's diets.

Sincerely,

Connie Tipton  
President & CEO