

# 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 are 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 B-12 and niacin. With flavored milk you get all that nutrition plus the taste-appeal kids go for again and again.



## KIDS ARE MISSING IMPORTANT NUTRIENTS

There is a nutrient gap in America, because many of our families are filling up on empty calories instead of essential nutrients. In fact, more than 9 out of 10 Americans aren't getting the essential nutrients they need. The nutrients in milk can help fill that gap. **Milk is a top source of calcium, vitamin D, potassium and phosphorus** in the American diet.<sup>1</sup> And flavored milk offers the same nine essential nutrients as white milk. But with water, juices and nutrient-void sodas on the shelves,

kids might not be drinking as much milk as you think. In fact, recent research suggests that **only kids ages 1-3 are actually meeting their recommended daily servings.**<sup>2</sup> Plus:

- \* 9 out of 10 teen girls and 7 out of 10 teen boys don't get the calcium they need<sup>3</sup>
- \* 7 out of 10 teen girls fall short in vitamin D intake<sup>4</sup>
- \* 97% of Americans don't get the potassium they need<sup>3</sup>

An 8-ounce serving of milk, flavored or not, gives kids as much...



\*USDA National Nutrient Database for Standard Reference, release 23  
Nutrients included are either a good/excellent source in one 8-ounce serving of lowfat milk and lowfat flavored milk, and/or nutrients lacking in America's diets.

## 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.

1. Fulgoni VL, et al. FASEB J. 2010;24:325.1. 2. Kranz S, et al. J Pediatr. 2007;151:646-646.  
3. Moshfegh A, et al. U.S. Department of Agriculture, Agricultural Research Service. 2005.  
4. Bailey RL, et al. J of Nutr. 2010;140: 817-822.

# Flavored Milk Combines Taste and Nutrition

FOR NUTRITION, OTHER BEVERAGES DON'T EVEN COME CLOSE.\*



\*Serving Size = 8 Fluid Oz. Provides 10% or more of the Daily Value per serving. USDA Nutrient Database for Standard Reference, Release 23 \*Nutrients considered included: Calcium, protein, vitamin C, iron, potassium, vitamin A, vitamin D, riboflavin, niacin, vitamin B12 and phosphorus.

## STUDENTS FAVOR FLAVORED MILK

Lowfat flavored milk helps students make a nutritious beverage choice. Data show that students choose flavored milk 70% of the time. One recent industry study showed **that when schools removed or limited flavored milk options, milk consumption dropped a dramatic 35%**, on average. The findings suggest that the resulting drop in milk consumption equates to a substantial loss in nutrients that can't be replaced by another beverage. It requires three to four food items to match milk's nutrient contribution and adds back more calories and fat than were being reduced.<sup>5</sup>



## THE EXPERTS' OPINION

The nation's leading health and nutrition organizations and the Dietary Guidelines for Americans recognize the valuable role that milk, including flavored milk, can play in meeting daily nutrient needs. In addition, **they recognize the small amount of added sugars in flavored milk is an acceptable trade-off for the nutrients provided.**

5. 2009 Study "The Impact on Student Milk Consumption and Nutrient Intakes from Eliminating Flavored Milk in Schools," funded by the Milk Processor Education Program (MilkPEP) and presented at the School Nutrition Association Annual National Conference 2010. 6. NHANES (2003-2006), Ages 2-18 years. 7. Murphy MM, et al. J Am Diet Assoc. 2008;108: 631-639. 8. Johnson RK, et al. J Am Diet Assoc. 2002;102:853-856. 9. Harris Interactive Survey, January 2010.

## THE REAL STORY ON SUGARS

**Flavored milk contributes just 3%** of added sugars to kids' diets. Sodas and fruit drinks, on the other hand, account for close to half of the added sugar, delivering much less, if any nutrition in the process.<sup>6</sup> And best of all? Studies show that children who drink flavored milk meet more of their nutrient needs and do not consume more added sugars or fat than non-milk drinkers.<sup>7,8</sup>

**Surprisingly, if kids skip a serving of milk at school,** they're **not** likely to replace it at home. A recent survey conducted among 1,505 moms of kids between the ages of 1-18 found that only 29% reported serving milk to their children at dinner.<sup>9</sup>



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](http://milkdelivers.org/resources).

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