



**Kids prefer
1% flavored milk**



Kids drink more



**Happier kids +
increased sales**

Make the ask

- Conduct a taste test – let students decide.
- Include it in your bid – dairy processors need to know your interest.
- Encourage your co-op to consider 1% flavored.
- Reach out to a Dairy MAX School Wellness Consultant with questions.

More options. Happier students.

The updated USDA milk standards require that:

- All milk must be fat-free or low-fat.
- Milk may be unflavored or flavored.
- A variety of milk (two options) must be offered.
- Unflavored milk must be offered at each meal service.

Find more resources at
DairyMAX.org

1. 2013-2014 Annual School Milk Survey. Funded by the Milk Processor Education Program (MilkPEP) and conducted by Prime Consulting Group 2. Murphy MM, et al. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in U.S. children and adolescents. *Journal of the American Dietetic Association*. 2008;108:631-639. 3. Johnson RK, et al. The nutritional consequences of flavored milk consumption by school-aged children and adolescents in the United States. *Journal of the American Dietetic Association*. 2002;102:853-856. 4. Quann EE, Adams D. Impact on milk consumption and nutrient intakes from eliminating flavored milk in elementary schools. *Nutrition Today* 2013;48:127-134. 5. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Scientific Report of the 2015 Dietary Guidelines Advisory Committee. Appendix E-2.1. First Print, 2015 6. Gao X, Wilde PE, Lichtenstein AH, Tucker KL. Meeting adequate intake for dietary calcium without dairy foods in adolescents aged 9 to 18 years (National Health and Nutrition Examination Survey 2001-2002). *Journal of the American Dietetic Association*. 2006;106:1759-1765. 7. Fulgoni VL, Keast DR, Quann EE, Auestad N. Food sources of calcium, phosphorus, vitamin D, and potassium in the U.S. *The FASEB Journal*. 2010;24:325. 8. Johnson RK, et al. The association between noontime beverage consumption and the diet quality of school-aged children. *Journal of Child Nutrition and Management*. 1998;2:95-100 9. Survey conducted by the National Dairy Council represented 317 schools in 8 states reaching over 200,000 students 10. EthniFacts Survey. Houston ISD Parents' Attitudes and Behaviors. 2019. 11. Cohen JFW, Richardson S, Parker E, Catalano PJ, Rimm EB. Impact of the New U.S. Department of Agriculture School Meal Standards on Food Selection, Consumption, and Waste. *Am J Prev Med* 2014;46(4):388-394. 12. Hanks AS, Just DR, Wansink B. Chocolate milk consequences: a pilot study evaluating the consequences of banning chocolate milk in school cafeterias. *PLoS One* 2014;9:e91022 13. Prime Data Analysis 14. United Dairy Industry of Michigan and Detroit Public schools

1% flavored milk is back!

Learn how and why to
recommend it in your districts.



Great for kids.



Great for sales.

Flavored milk in schools has reduced sugar and calories.¹

- 44 fewer calories and 7-9 grams less sugar per serving.¹
- Kids who drink flavored milk do not consume more added sugar or fat in their diets.²⁻⁴

Kids who drink flavored milk meet more of their nutrient needs.²⁻⁴

- Half of kids age 9 and up don't get enough calcium, vitamin D and potassium;⁵ milk is the top source of these nutrients.^{6,7}
- Research indicates that when kids miss milk at lunch, it's difficult for them to meet essential nutrient needs the rest of the day.⁸
- Kids who drink flavored milk drink more milk overall.²⁻⁴

Students in 73% of schools surveyed like 1% flavored milk better.⁹

- 60% of parents surveyed in a Texas school district said they would be very disappointed if chocolate or flavored milk was not available at school.¹⁰
- Without flavor options in the lunchroom, milk consumption drops dramatically (in some cases, more than 50%) and stays lower over time.^{4,11,12}



Chocolate milk made up 60% of the milk sold in schools in the 2017-18 school year,¹³ and with the reintroduction of 1% flavored milk, multiple schools showed increases in sales:

58% of schools saw an increase in overall milk sales in a survey covering 300+ schools in 8 states.⁹

- Nearly a third saw an increase in average daily participation - and received additional federal reimbursements.⁹

2% increase in overall milk sales across 11 districts in Texas and Oklahoma (compared to a -2% trend in recent years), with an 8% increase in flavored milk sales alone.¹³

- In two large districts, students converted completely to 1% within 30 days, leading the school to drop fat-free.¹³

41% increase in overall milk sales in Detroit schools.¹⁴

- A massive increase of 275,850 servings over a single semester.¹⁴

