

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.