

THE STATE OF FLAVORED MILK IN SCHOOLS

Milk companies across the U.S. are reformulating flavored milk to lower total calories, and decrease added sugars and fat, while preserving its nutritional value and taste appeal.

FLAVORED MILKS IN SCHOOL CAFETERIAS THIS FALL are projected to have:

134 calories
on average, and nearly all flavored milk will have fewer than 150 calories (95%)

Only 31 calories more
than the white milk in school

38% less added sugar
than just five years ago (from 16.7 grams to 10.4 grams)

Just 2.5 teaspoons
of added sugar in each serving (compared to 4 teaspoons just five years ago)

INDUSTRY COMMITMENT

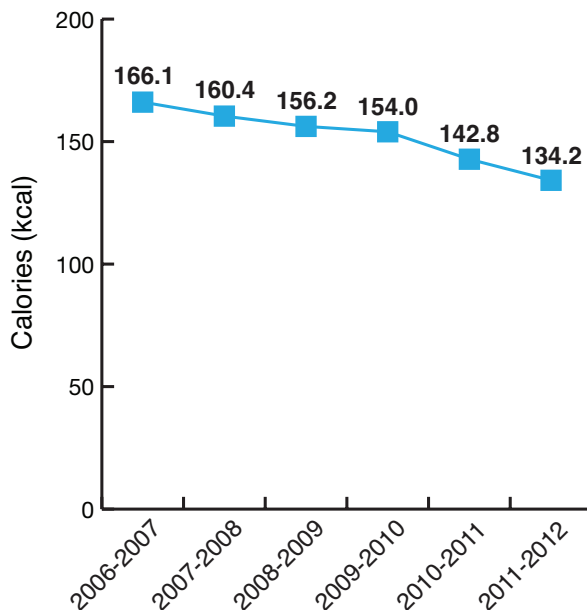
The goal

is for all school milk to have **150 calories or less** and fewer than 22 grams of total sugar (or 10 grams of added sugar) per 8-ounce serving. Already, the most common flavored milk this fall will beat the goal – fat free chocolate milk with 130 calories and only 10 grams of added sugars.

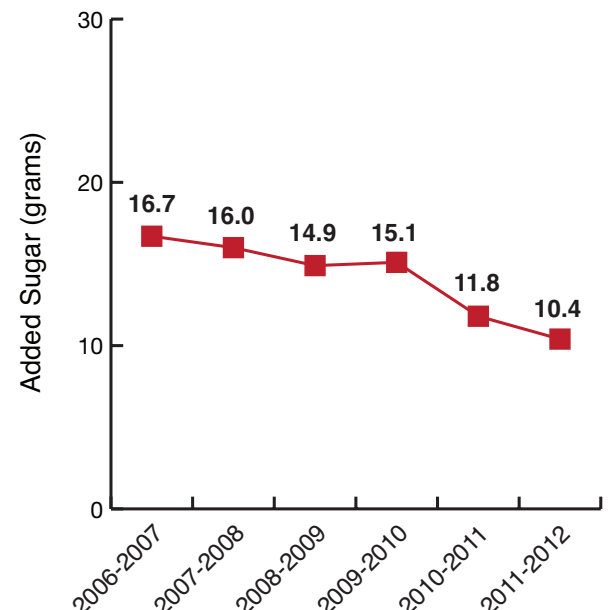
Two-thirds

of milk processors (66%) throughout the country have reformulated new flavored milks for back-to-school.

AVERAGE CALORIES
IN SCHOOL FLAVORED MILK



AVERAGE ADDED SUGARS
IN SCHOOL FLAVORED MILK



SOURCE | 2011-2012 Projected School Milk Product Profile, MilkPEP School Channel Survey, conducted by Prime Consulting Group. The Annual School Channel Survey is a joint project of the Milk Processor Education Program (MilkPEP), the National Dairy Council and the School Nutrition Association, conducted July, 2011. Responses were received from processors who collectively serve over 51,000, or 53% of all K-12 public schools.

FLAVORED MILK
the facts
 got milk?[®]