



FLAVORED MILK:  
ALL THE NUTRITION,  
NOW WITH LOWER  
SUGAR & CALORIES

## LOWERED THE SUGAR, KEPT THE TASTE

The majority of milk companies across the U.S. have reformulated flavored milk in order to lower total calories and decrease added sugars and fat, while preserving its nutritional value and good taste. [Nearly all school flavored milk now has fewer than 150 calories and 10 grams of added sugar per 8-ounce serving.](#) That is only 31 calories more than the white milk served in most schools.<sup>1</sup>

## IF FLAVORED MILK LEAVES, ESSENTIAL NUTRIENTS LEAVE WITH IT

Research suggests that removing flavored milk from the lunchroom results in dramatic decreases in milk consumption that do not recover over time. When flavored milk was removed from the cafeteria in a school district in Connecticut, milk consumption decreased 37% to 63% in all grades.<sup>2</sup> [A larger study involving 7 districts throughout the country revealed that when schools removed or limited flavored milk, milk consumption dropped 35% on average. This drop in consumption equates to a substantial loss in nutrients that can't be replaced with other beverages, but rather required three to four food items to match milk's nutrient contribution.](#) And milk consumption did not recover over time when only white milk was offered.<sup>3</sup>

**Visit [www.milkdelivers.org](http://www.milkdelivers.org) to find more research that demonstrates how flavored milk helps contribute to a student's nutrition.**

## MILK: A NUTRIENT POWERHOUSE

There is a nutrient gap in America, because many families are filling up on empty calories instead of essential nutrients. In fact, more than nine out of ten Americans aren't getting the essential nutrients they need. [The nine essential nutrients in milk, white or flavored, can help fill that gap.](#) Milk is the number one food source of calcium, vitamin D and potassium, which are already identified by the Dietary Guidelines for Americans as limited in children's diets.<sup>4</sup> And if milk is not consumed with the noon meal, it's nearly impossible for children to meet their needs for these important nutrients.

## EXPERTS, INCLUDING MOMS, SUPPORT FLAVORED MILK

The nation's leading health and nutrition organizations, including the American Academy of Pediatrics and American Dietetic Association, acknowledge the valuable role that milk, including flavored milk, can play in meeting daily nutrient needs. [They recognize that the small amount of added sugars in flavored milk is an acceptable trade-off for the nutrients provided.](#) And most moms agree. In interviews conducted with 1,000 mothers of children in grades K through 12, the majority of moms believe that the nutrient intake from chocolate milk outweighs the added sugar.<sup>5</sup>

got milk?<sup>®</sup> **MilkPEP<sup>®</sup>**  
Milk Processor Education Program

<sup>1</sup>. 2011-2012 Projected School Milk Product Profile, MilkPEP School Channel Survey, conducted by Prime Consulting Group, July, 2011. The MilkPEP Annual School Channel Survey is a joint project of the Milk Processor Education Program (MilkPEP), the National Dairy Council and the School Nutrition Association (SNA). <sup>2</sup>. Patterson J, Saidel M. The removal of flavored milk in schools results in a reduction in total milk purchases in all grades, K-12. *Journal of the American Dietetic Association*. 2009; 109(9): A97. <sup>3</sup>. 2009 Study "The Impact on Student Milk Consumption and Nutrient Intakes from Eliminating Flavored Milk in Schools," funded by MilkPEP and presented at the SNA Annual National Conference 2010. <sup>4</sup>. Fulgoni VL, Keast DR, Quann EE, et al. Food sources of calcium, phosphorus, vitamin D, and potassium in the U.S. *FASEB Journal*. 2010;24: 325.1. <sup>5</sup>. Conducted by KRC Research in July, 2011, using an online national opt-in panel.