



flavored milk is

**Packed**

with nutrients that make it nutritionally superior to carbonated soft drinks and fruit drinks. Children who drink flavored milk drink more milk overall and have higher calcium intakes than those who don't.

Milk's powerful package of calcium plus eight key nutrients fuels your body, not just your bones. Each cup of flavored milk provides one-fourth to one-third of what kids need each day — and with the most critical bone-building years of adolescence, milk is a must.

### What is flavored milk?

Packed with the same calcium, vitamin D, protein and other essential nutrients as white milk, flavored milk is simply cow's milk with added flavoring and sweetener. And what variety! Chocolate, strawberry, mocha, banana, root beer and more. Flavored milk is available in fat free, low fat and regular.

#### Chocolate Milk Low Fat, 8 oz

calories 160	% daily value
total fat	4%
total carbohydrates (includes 4t. added sugar)	10%
protein	16%
vitamin A	10%
vitamin C	2%
vitamin D	25%
calcium	30%

#### Cola, 12 oz

calories 150	% daily value
total fat	0%
total carbohydrates (includes 9t. added sugar)	14%
protein	0%
vitamin A	0%
vitamin C	0%
vitamin D	0%
calcium	0%

Think  
your drink  
when it comes  
to nutrition,  
not all drinks  
are created equal.

#### Fruit Punch, 8 1/2 oz

calories 130	% daily value
total fat	0%
total carbohydrates (includes 6 1/2t. added sugar)	11%
protein	0%
vitamin A	0%
vitamin C	0%
vitamin D	0%
calcium	0%

#### CALCIUM RECOMMENDATIONS BY AGE

1-3 years	500 mg	19-50 years	1,000 mg
4-8 years	800 mg	50+ years	1,200 mg
9-18 years	1,300 mg		

Recommendations based on the Dietary References Intakes for Calcium, National Academy of Sciences



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flavored milk is

more than just  
great taste

## How nutritious is flavored milk compared to other beverages?

Flavored milk is highly nutritious and equally important, well liked by children. Children who drink flavored milk have higher intakes of calcium, vitamin A and other nutrients than children who drink other beverages such as fruit drinks, soft drinks or tea.

## Do the sweeteners in milk cause hyperactivity?

No. According to scientific reviews in the *Journal of the American Medical Association* and *American Journal of Clinical Nutrition*, sugar intake does not cause hyperactivity, mood swings or other behavioral problems in children, nor does it interfere with academic performance.

## Does chocolate in milk affect the calcium?

No. Chocolate milk contains a small amount of oxalic acid, a compound occurring naturally in cocoa beans and other plants. The very small amount of oxalic acid in chocolate milk has no significant effect upon the availability of milk's calcium.

## Do the sweeteners added to milk cause tooth decay?

Because flavored milk is a beverage, it is less likely to cause cavities than sticky foods. The American Academy of Dentistry agrees that the calcium, phosphorus and cocoa in chocolate milk make it less likely to contribute to cavities than regular sugar and other snacks.

## Is there too much sugar in flavored milk?

The USDA recommends that we choose beverages and foods wisely to moderate intake of sugars. Sensible choices means choosing drinks that are nutrient-rich and moderate in frequency and portion size. Low fat and fat free flavored milks provide protein, calcium and other essential nutrients and are a great-tasting way to grow stronger bones and better bodies.

## Does flavored milk have as much added sugar as fruit juices or sodas?

No. Eight ounces of regular soft drinks and most juice drinks contain more added sugar than an 8-ounce serving of flavored milk. Rest assured, flavored milk is a choice you won't regret.

## How much caffeine do children get from chocolate milk?

Each cup of chocolate milk has 2 to 7 mg of caffeine, the same amount found in a cup of decaffeinated coffee. When consumed in moderation, the small amount of caffeine in chocolate milk is unlikely to affect most children. Carbonated soft drinks, on the other hand, may contain up to 10 times more caffeine than chocolate milk.

## Did you know...

According to USDA statistics, 60 to 90 percent of children and teens fall short of current calcium recommendations.

## Why choose flavored milk?

Because it tastes so good. A study published in the *Journal of the American Dietetic Association* found that children who drink flavored milk consume fewer soft drinks and juice drinks than children who don't drink flavored milk. The study concluded that giving kids flavored milk adds to their nutrient intake without giving them more fat or added calories. A nutritious alternative to other beverages, flavored milks are often acceptable to children who might not drink it plain.

## How does flavored milk fit into school nutrition programs?

Perfectly. School meals are designed to provide a percentage of the nutrients children need each day. Milk, flavored or plain, is a required part of the menu at breakfast, lunch and other after-school and summer food programs. School lunch studies show that milk consumption increases when flavored milk is offered. Because of its kid appeal, flavored milk means more kids get more bone building nutrients — calcium, vitamin D, riboflavin and phosphorus — with school meals. Serve flavored milks at school events such as class parties, athletic events, and meetings.

## Why should children drink milk?

According to the American Council on Science and Health, milk and dairy products are good sources of many nutrients, and they are the best food source of calcium, a nutrient that is scant in the average American diet. The American Academy of Pediatrics urges kids to choose milk, yogurt and cheese for the calcium they need.

Scientists agree that diets deficient in calcium during childhood and adolescence contribute to the development of osteoporosis, although it is not visible until late in life. A positive calcium balance — taking in more than is lost — will allow bones to develop to their maximum density. By age 17 approximately 90 percent of the adult bone mass is established. Although bone mass may accumulate later, girls may reach peak bone density in the spine and thigh as early as 13 years of age.