



THE TRUTH ABOUT FLAVORED MILK.

**GET THE FACTS
ABOUT FLAVORED MILK**

FLAVORED MILK • KNOW THE FACTS

MYTH

REALITY

MYTH #1:

Flavored milk isn't as nutritious as regular milk.

Flavored milk contains the same nine essential nutrients as white milk, including vitamin D, calcium and potassium - "nutrients of concern" that most kids fail to get enough of, according to the Dietary Guidelines for Americans.

School flavored milk now has 45% less added sugar than just five years ago, and on average, just 122 calories per serving.¹

Flavored milk "counts" as a serving of dairy - and most Americans fall far short of the recommended three servings for kids ages 9 and up.

Milk drinkers consume more calcium, phosphorus, magnesium, potassium and vitamin A than non-milk drinkers.²

MYTH #2:

Flavored milk contains a high sugar content, up there with soft drinks.

Research shows that flavored milk contributes just 4.3% of added sugars to kids' diet. Added sugars is a legitimate concern, but milk isn't the culprit.³

Not all of the sugar you see on the label is "added sugar." Some of the total grams are naturally-occurring lactose.

The American Academy of Pediatrics, Academy of Nutrition and Dietetics and other groups agree that flavored milk is a positive trade-off for soft drinks, which are the primary source of added sugars in children's diets.⁴

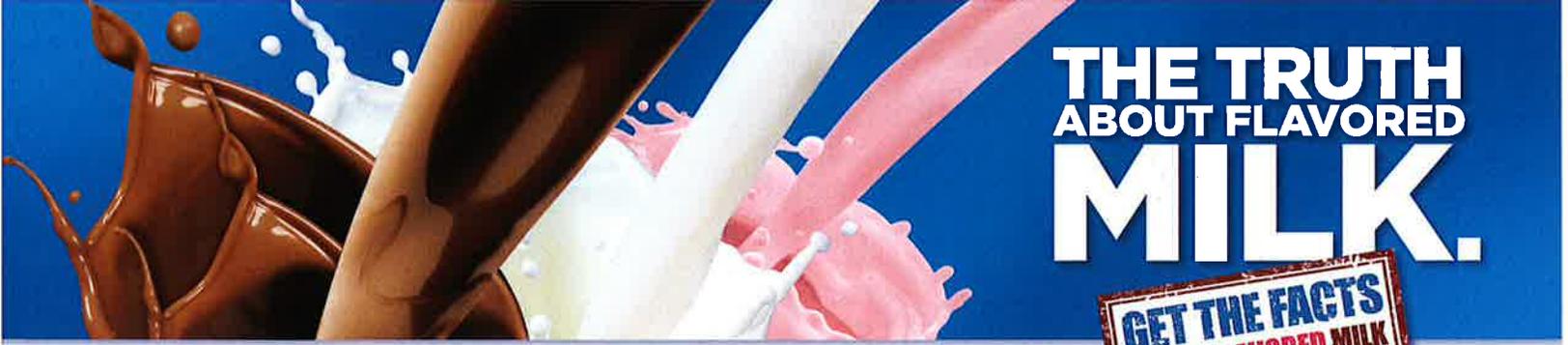
MYTH #3:

When flavored milk is removed from schools, kids will drink regular milk. If there's any dip in consumption, it will rebound.

A study showed eliminating flavored milk from elementary schools resulted in a dramatic drop in milk consumption (35%), which means many children will miss out on essential nutrients that milk provides.⁵

Research suggests milk consumption does not recover over time when flavored milk is removed. In the same study, even the 40 schools that were in their second year of a limited or no-flavors policy did not see students moving to white milk. On average, students at these schools drank 37% less milk compared to when they had flavored milk available every school day.⁵

(PLEASE FLIP FOR MORE MYTHS AND FACTS)



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MYTH #4:

Flavored milk adds too many extra calories to children's diets and is contributing to the obesity crisis among American children.

On average, an 8-ounce serving of school flavored milk has just 122 calories.¹

Children who drink flavored milk don't have a higher body mass index (BMI) than those who do not drink milk.²

MYTH #5:

Once kids drink flavored milk, they no longer drink white milk.

Drinking flavored milk doesn't mean kids neglect white milk. It's a small, but significant contributor to kids' milk intake. In fact, flavored milk only makes up 22%-29% of kids' total milk intake.⁶

MYTH #6:

Just offering one nutritious choice is the best way to encourage kids to drink more milk.

Offering nutritious choices in school – like fat free and low fat white milk and flavored milk – helps kids learn food and nutrition lessons and research suggests “choice” helps boost kids' overall intake of nutritious foods. For example, Cornell University researchers found that children ate more carrots when they were offered a choice between carrots or celery, compared to when they only were provided carrots.⁷

Four out of five moms (79%) believe kids need healthy choices at school including flavored milk, according to a recent survey, while three in four (77%) say they think their children should be able to choose which beverage to drink at school.⁸

References:

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- Science Supports the Important Role of Milk, including Flavored Milk, in Children's Nutrition. November, 2009.
- The impact on student milk consumption and nutrient intakes from eliminating flavored milk in schools. 2009. MilkPEP research conducted by Prime Consulting Group. Presented at the School Nutrition Association Annual National Conference, 2010.
- MilkPEP 2010 Consumption Tracker Q3 2010-Q1 2011. Among stand alone milk drinkers.
- Conducted by Brian Wansink, PhD of Cornell Center for Behavioral Economics in Child Nutrition in 2011.
- 1,000 interviews with moms of kids in grades K through 12 between 3/9/12 and 3/14/12. Conducted by KRC Research.