

# Why Flavored Milk?

Flavored milk is very nutritious! It tastes great. And it can make a difference in how much milk children drink. A myriad of studies support the benefits of children drinking flavored milk and confirm its role in a healthful diet. Here's a snapshot of the research findings:

## Flavored Milk Drinkers Have Better Diets

- A study published in the *Journal of Adolescent Health* found that children who consume more than 6-8 ounces of flavored dairy products, such as milk and yogurt, have better diets than children who regularly drink sodas and sweetened drinks. Flavored milk drinkers consume more calcium, folate and iron, fewer added sugars, and less saturated fat overall than children who drink more than 16-25 ounces of sodas and sweetened fruit drinks every day.

Frary, C.D. et al. *Journal of Adolescent Health*. 2004, 34:56-63.

## Flavored Milk Drinkers Are More Likely to Meet Their Calcium Needs

- A University of Vermont study found that children who drink flavored milk are more likely to meet their daily calcium requirements compared to their peers; consume more calcium without increasing their total added sugar or fat intake; and consume more milk overall. Flavored milk drinkers also consume fewer nutrient-void soft and fruit drinks than children who don't drink flavored milk.

Johnson, RK, et al. *Journal of the American Dietetic Association*. 2002, 102:853-56.

## Milk at Lunch Increases Kids' Calcium Intake

- Studies show that when children drink milk at lunch, they have higher intakes of several critical nutrients, including calcium, zinc and vitamin A. In one study, only children who drank milk at lunch met their daily calcium requirements.

Johnson, RK, et al. *Journal of Child Nutrition and Management*. 1998, 2:95-100.

## Kids Drink More Milk When Flavored Milk Is a Choice

- A nationwide School Milk Pilot Test with over 100,000 children in 146 schools found that when children are offered flavored milk served cold, in kid-friendly packaging, they take more milk and drink more of it.

Promar International. *School Milk Pilot Test: Estimating the Effects of National Implementation*. November, 2002.

## Facts About Flavored Milk

**Flavored milk has the same great nutrient package as white milk! Every 8-ounce serving of flavored milk gives kids:**

- 30% of the Daily Value for calcium,
- 25% of the Daily value for vitamin D,
- 24% of the Daily Value for riboflavin,
- 10% or more of the Daily Value for vitamins A and B<sub>12</sub>, niacin, phosphorus, protein, and
- 8% of the Daily Value for magnesium.

**An 8-ounce serving of milk gives kids as much:**

- Calcium as seven cups of broccoli,
- Potassium as a small banana,
- Magnesium as a cup of raw spinach,
- Vitamin A as two baby carrots, and
- Vitamin D as 3½ ounces of cooked salmon.

**Flavored milk provides**

- Three of the five problem nutrients in kids' diets – calcium, magnesium and potassium.

**Flavored milk means more than chocolate.**

- Kids love the taste of strawberry, vanilla and other flavors that make milk exciting and cool.

**Flavored milk is a proven way to increase the amount of milk kids drink at school, increasing the likelihood they get the nutrients they need each day.**

- The School Milk Pilot Test involving over 100,000 students found that by adding extra flavors of milk and making other improvements like plastic packaging, it was possible to increase school milk sales 18 percent.