



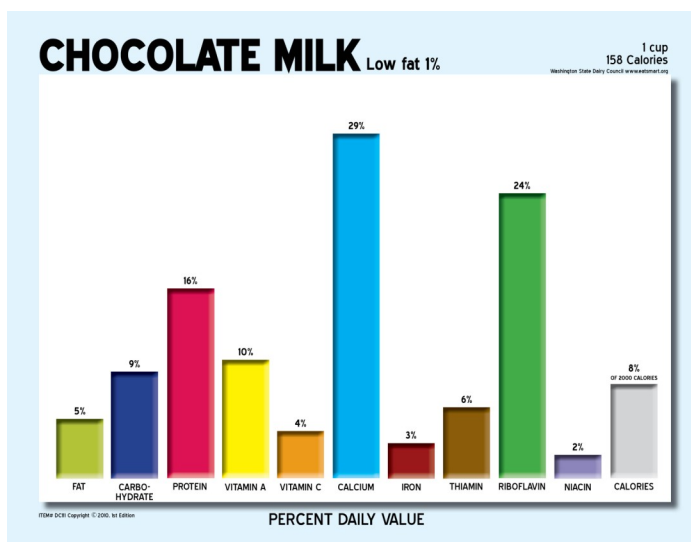
Flavored Milk on the Menu

Health Professionals Weighing in...

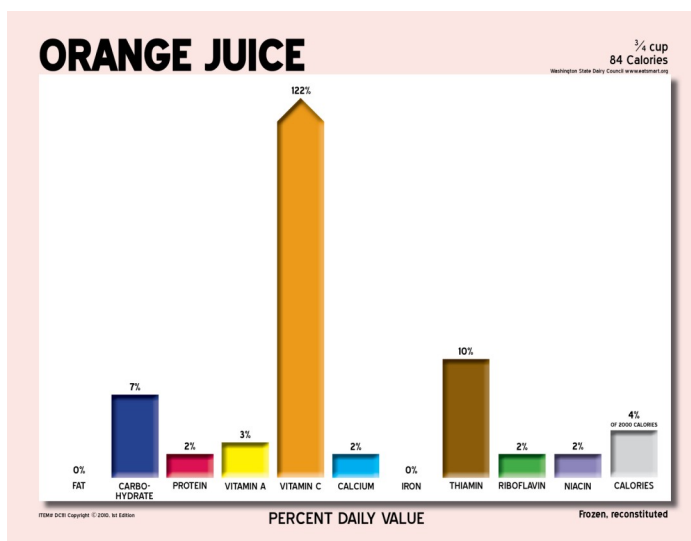
Milk's nutrients play an important role in bone development and maintenance as well as overall nutrient adequacy throughout childhood and adulthood. Health professionals have weighed in on the subject. *The American Dietetic Association* states that "by increasing the palatability of nutrient-dense foods/beverages, sweeteners can promote diet healthfulness."⁽¹⁾ This concept is also supported by the *2005 Dietary Guidelines for Americans* which state that enhancing the palatability of nutrient dense foods, such as milk, may improve nutrient intake.⁽²⁾

1. American Dietetic Association. *J Am Diet Assoc.* 104: 255, 2004
2. U.S. Department of Health Human Services and U.S. Department of Agriculture. *Dietary guidelines for Americans*, 2005 Washington, DC: US Gov. Printing Office, 2005

Milk Provides Nutrients Kids Need



1 serving = 1 cup or 8 oz of Chocolate Milk



1 serving = 3/4 cup or 6 oz of 100% Orange Juice

Flavored milks provide the same **nine essential nutrients** as white milk, and contributes to the intake of three of the five "nutrients of concern" that kids do not get enough of: Calcium, Magnesium and Potassium. Often students choose fruit juice or other sweetened beverages when chocolate milk is removed from the school menu.

Compare the nutrient profiles of the Chocolate Milk and 100% Orange Juice and note:

- Milk and Orange Juice are nutrient rich foods but provide different nutrients.
- Both contain natural sugars. Chocolate milk has approximately 3tsp of added sugar per cup.
- Which nutrients will be lost if chocolate milk is replaced? Calcium, Riboflavin, Protein and Vitamin A
- It's all about choosing a variety of healthy, nutrient rich foods and beverages.