

CHOCOLATE MILK—

TASTY NUTRITION.

Chocolate milk plays an important role in the nutrition of our students. Milk is packed with nine essential nutrients – nutrients that kids need to grow into strong and healthy adults. And lowfat chocolate milk provides the same nine essential nutrients as white milk.

Data show that students choose flavored milk 70% of the time. And a recent study shows that when schools removed or limited flavored milk options, milk consumption dropped 35%, on average.¹ This drop in consumption is a concern because experts agree that America's kids are still falling short in important nutrients – including some key nutrients in milk. And if kids skip a serving of milk at school, they're not likely to replace it at home – putting them at greater risk for a nutrient shortfall.

To learn more about how flavored milk contributes to a student's nutrition, visit www.milkdelivers.org.



got milk?[®]

MilkPEP[®]
Milk Processor Education Program

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1. 2009 Study "The Impact on Student Milk Consumption and Nutrient Intakes from Eliminating Flavored Milk in Schools," funded by the Milk Processor Education Program (MilkPEP) and presented at the School Nutrition Association Annual National Conference 2010.