

## Flavored Milk

### **An Important Nutrient-Rich Choice**

With calcium and eight other essential nutrients, flavored milk offers the same great nutrient-rich package as white milk and can help improve overall diets. Kids are in a calcium crisis, with more than half of children ages 2-8 and three-quarters of children ages 9-19 not getting the recommended daily servings of low-fat or fat-free milk or milk products. Flavored milk can help close the gap because children prefer it and will drink more milk when it's flavored.

According to the 2005 Dietary Guidelines for Americans (DGA), low-fat and fat-free dairy foods, along with whole grains, fruits and vegetables, are among the Food Groups to Encourage, as they provide key nutrients that are low in American's diets. Flavored milk, just like white milk, provides children with three of the five nutrients that fall short in children's diets: calcium, potassium and magnesium.

While there are some added sugars, flavored milk drinkers don't have higher intakes of added sugars or total fats than children who do not consume flavored milk. And, they have higher intakes of calcium. Furthermore, the DGA recognize that small amounts of sugar added to nutrient-dense foods, such as reduced-fat milk products, may increase a person's intake of such foods by enhancing palatability of these products, thus improving nutrient intake without contributing excessive calories.

### **Flavored Milk and Dairy Nutritional Information**

#### *Flavored Milk FAQ's*

Serving flavored milk often generates lots of questions. Get the answers to [Flavored Milk Frequently Asked Questions](#), including information on how flavored milk fits into school nutrition programs, sugar, sugar substitutes, hyperactivity, and more.

#### *Flavored Milk and Sweeteners*

As reduced sugar products continue to be a priority in the school environment National Dairy Council supports the development of flavored milk formulations that contain reduced levels of added sugar that will still appeal to children. However, rather than using sugar substitutes, sugar is considered as the first sweetener option for these flavored milk innovations. For more details read the [Position Statement: Flavored Milk and Sweeteners](#).

#### *Dairy Foods and School Nutrition Standards*

Uniform national nutrition standards that extend beyond the lunchroom could help promote healthy diets. Read National Dairy Council's perspective in [Position Statement: Dairy Foods and School Nutrition Standards](#).

#### *Flavored Milk in Perspective*

This all-inclusive document covers nutritional and product information about [flavored milk](#) and also summarizes key research.

### *Think Your Drink! Beverage Comparison Fact Sheet*

This handout shows that chocolate milk has the same nine essential nutrients as white milk, plus illustrates milk's excellent nutritional profile as compared to other beverages, including soft drinks. It is an excellent tool for teaching older students and as a handout for parents. Download [Think Your Drink](#).

### **Flavored Milk and Dairy in School Wellness Policies**

School wellness policies that use a balanced approach evaluate foods based on their overall nutritional quality and their appeal in helping children make healthier choices. Flavored milk and dairy products fit the criteria. Get all the details in [Dairy in School Wellness Policies](#).

### **Flavored Milk Research**

There are a myriad of studies available supporting the benefits of drinking flavored milk.

#### *New Study Shows That Children Benefit from Drinking Flavored Milk*

A new study published in the *Journal of the American Dietetic Association* found that children who drink flavored or plain milk consume more nutrients and have a lower or comparable body mass index (BMI—a measure of body fatness) than non-milk drinkers. [Find out more](#).

#### *SMPT Demonstrated Flavors and Plastic Bottles Boost Milk Sales*

[The School Milk Pilot Test](#) (SMPT) showed that when ice-cold milk was offered to students in lots of flavors and in plastic bottles, milk consumption and meal participation increased. A variety of flavors is a key component of the [New Look of School Milk](#).

#### *School Milk and Childhood Health Presentation*

Dr. Rachel Johnson, University of Vermont, presented a compilation of her research, as well as that of many others, at the 2004 International School Milk Conference. Download the comprehensive presentation, [School Milk and Childhood Health](#), which covers milk, flavored milk, calcium, competitive beverages and children's health, and builds a compelling case for serving flavored milk.

#### **Drinking Flavored Milk Adds Calcium without Increasing Fat and Added Sugars**

A study published in the *Journal of the American Dietetic Association* (JADA) in June, 2002 demonstrated that drinking flavored milk gives children more calcium without increasing fat and added sugars. Click [here](#) for the summary.

### **School Nutrition Association National Nutrition Standards Recommendations**

The School Nutrition Association has released National Nutrition Standards recommendations, calling for schools to offer and promote foods and beverages consistent with the 2005 Dietary Guidelines for Americans (DGA) and the Dietary Reference Intakes (DRI). In addition they propose that federal standards will pre-empt state standards for all foods and beverages served during the school day throughout the campus.

In terms of milk, all offered for reimbursable meals should not exceed 1% milk fat and the maximum amount of sugar per 8 oz. serving should not exceed 28 grams. Outside of reimbursable meals, in Tier 1 schools, all milk offered should be low-fat or fat free, up to an 8 oz. portion and should not exceed 170 calories per 8 oz. portion. In Tier 2 schools, all milk offered should be low-fat or fat free, with no more than 225 calories per 12 oz. portion. [Find out more.](#)