

STUDIES AND REFERENCES REGARDING FLAVORED MILK

1 West Virginia University's Heath Research Center evaluated *Jamie Oliver's Food Revolution* efforts at Central City Elementary School. Average milk consumption rates were compared for two months before and after introduction of the Food Revolution menus, which included the removal of flavored milk.

- Milk consumption declined 25% daily and lunch participation declined from 75% to 66% on average.
- Overall, findings suggested new menus were not well-accepted and negatively impacted milk consumption and meal participation despite some identified benefits.

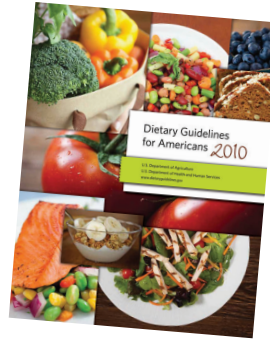
<http://www.hsc.wvu.edu/som/hrc/ECOCWV/PDF/OliverReportFinal.pdf>

2 Milk Matters is a public health education campaign by the *National Institutes of Health, Eunice Kennedy Shriver, National Institute of Child Health & Human Development (NICHD)* to promote calcium consumption among tweens and teens, especially during the ages of 11 to 15, a time of critical bone growth.

- In materials developed for parents, teachers, health professionals, and children and teens, the *Milk Matters* campaign recognizes flavored milk as a calcium-rich food source for increasing calcium consumption in young people when they need it most.



<http://www.nichd.nih.gov/milk/milk.cfm>



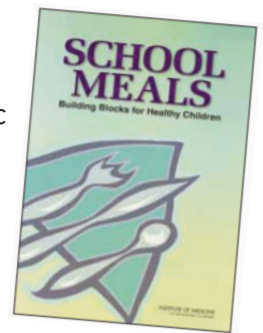
3 2010 Dietary Guidelines for Americans – Fat-free chocolate milk is listed as an example of a nutrient-dense food that contains some added sugars and the Dietary Guidelines did not explicitly include flavored

milk in its definition of sugar-sweetened beverages (Sugar-sweetened beverages – liquids that are sweetened with various forms of sugars that add calories. These beverages include, but are not limited to, soda, fruit ades and fruit drinks, and sports and energy drinks). Calories from solid fats and added sugars are best used to increase the palatability of nutrient-dense foods.

<http://www.cnp.usda.gov/DGAs2010-PolicyDocument.htm>

4 Although there aren't specific standards for flavored milk in the new proposed meal pattern, the *Institute of Medicine (IOM)* was contracted by the USDA to review the literature and make recommendations for the school feeding programs and separate recommendations for Competitive Foods.

- In the IOM School Meals report, the standards recommendation was “the milk must be fat-free (plain or flavored) or plain low-fat.”



<http://www.iom.edu/~media/Files/Report%20Files/2009/School-Meals/School%20Meals%202009%2020Report%20Brief.pdf>

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- 5 The **American Academy of Pediatrics**, in a policy statement discouraging soft drinks in schools and in its report on optimizing children's and adolescents' bone health and calcium intakes, encourages consumption of nutritious beverages including low-fat or fat-free flavored milk with modest amounts of added sweeteners.

<http://aappolicy.aappublications.org/cgi/reprint/pediatrics;117/2/578.pdf>

<http://aappolicy.aappublications.org/cgi/content/full/pediatrics;113/1/152>



- 6 In a 2004 study conducted by the **Center for Food and Nutrition Policy**, Virginia Tech, Alexandria, VA, associations between beverage choices and total calcium intake in children and adolescents were examined. Optimizing calcium intake along with the proper balance with other key nutrients for bone health is particularly critical for pre-adolescent and adolescent girls.

- The authors concluded that policies should be considered to help adolescent girls increase calcium intake, including making low-fat flavored milks available.

Abstract: <http://www.ncbi.nlm.nih.gov/pubmed/14963050>

Article: <http://www.jacn.org/cgi/reprint/23/1/18>

For additional resources, check out:

- National Dairy Council – <http://www.nationaldairycouncil.org/milkinschools>
- MilkPEP – <http://www.milkdelivers.org>
- School Nutrition Association – <http://www.traytalk.org>