



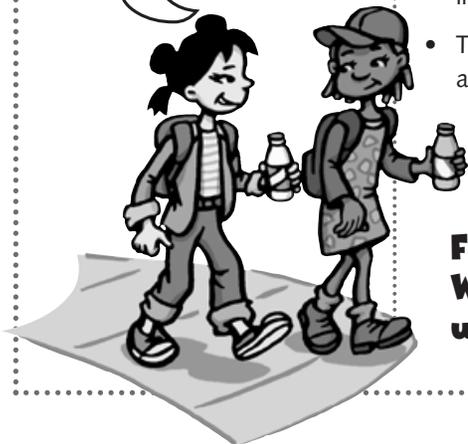
Flavored Milk: Great Taste and Nine Essential Nutrients

There's no doubt about it, kids love flavored milk! And for good reason. It's delicious...and nutritious.

Ounce for ounce, flavored milk packs the same amount of calcium and eight other essential nutrients as white milk, including protein, riboflavin, potassium, and vitamins D and A.

The American Academy of Pediatrics urges children and teens to choose milk, cheese and yogurt for the calcium they need.

I drink at least 3 servings of milk a day!



What the Research Says About Flavored Milk

When flavored milk is available, more children choose milk, and more importantly, drink more of it. Flavored milk drinkers...

- drink more milk and get more calcium.
- do not have higher intakes of added sugars or total fat.
- drink less sodas and fruit drinks.

Only 1 out of 3 Children Get the Calcium They Need

- Children develop about 90 percent of their adult bone mass by age 17. Consuming 3 to 4 servings of milk, including flavored milk, helps them build the strongest bones possible.
- Flavored milk and other dairy foods provide three of the five nutrients low in children's diets - calcium, magnesium and potassium. The calcium in milk and flavored milk is more readily absorbed than the calcium in calcium-fortified juice, soda and water.

Added Sugar in Flavored Milk

- There are about 12 grams of lactose, the natural sugar in milk, per 8 ounces.
- The remaining sugar listed on the label is added sugar – approximately 3 teaspoons compared to 6 teaspoons for soda.

For more information, visit
Washington State Dairy Council at
www.eat smart.org

Straight Talk About Dental Caries and Hyperactivity

- Because it is liquid, flavored milk clears from the teeth more quickly and is less likely to cause cavities than foods that stick to teeth, like candy and potato chips. The calcium, casein and phosphorous in flavored milk may protect teeth against cavities.
- Studies show that sugar in flavored milk does not cause hyperactivity or affect learning.
- The caffeine content for 8 ounces of coffee-flavored milk varies, but generally provides no more than the small amount in 2 ounces of regular coffee. Chocolate milk provides less than 5 mg of caffeine, the same amount found in a cup of decaffeinated coffee.



Sizing Up Flavored Milk

Amount in 8 ounces

	1% White Milk	1% Chocolate Milk	Soda	Fruit Drink
Calcium (mg)	290	290	0	0
Vitamin D (IU)	130	130	0	0
Vitamin A (IU)	480	490	0	0
Potassium (mg)	366	425	0	25
Protein (g)	8	8	0	0
Fat (g)	2.5	2.5	0	0
Added Sugars (g)	0	12	27	29

Source: USDA National Nutrient Database for Standard Reference