ADDING CHOCOLATE TO MILK DOESN'T TAKE AWAY ITS NINE ESSENTIAL NUTRIENTS

All milk contains a unique combination of nutrients important for growth and development. Milk is the #1 food source of three of the four nutrients of concern identified by the 2015 Dietary Guidelines for Americans: calcium, vitamin D and potassium. And flavored milk contributes only 4% of added sugars in the diets of children 2-18 years.[1]

5 Reasons Why Flavored Milk Matters

1. KIDS LOVE THE TASTE!

Milk provides nutrients essential for good health and kids drink more when it's flavored.[2,3]

2. NINE ESSENTIAL NUTRIENTS!

Flavored milk contains the same nine essential nutrients as white milk - calcium, phosphorus, protein, vitamins A, D and B12, pantothenic acid, riboflavin and niacin (niacin equivalents) – and is a healthful alternative to soft drinks.[4,5]

3. HELPS KIDS ACHIEVE 3 SERVINGS!

Drinking low-fat or fat-free white or flavored milk helps kids get the 3 cups* of milk and milk products recommended by the Dietary Guidelines for Americans.[6,7]

4. BETTER DAIRY-DIET QUALITY!

Children who drink flavored milk consume more of the nutrients of concern compared to non-flavored milk drinkers and flavored milk consumption is not associated with an increased BMI.[8]

5. TOP CHOICE IN SCHOOLS!

Chocolate milk is the most popular milk choice in schools and kids drink less milk (and get fewer nutrients) if it's taken away.[9,10]

New York State Academy of Family Physicians · Maryland Academy of Family Physicians · New Jersey Academy of Nutrition and Dietetics · MASHN Advocating for Excellence in School Nursing · NYSAND New York State Academy of Nutrition and Dietetics

Pennsylvania Association of School Nurses and Practitioners · National Medical Association (Region 1 and Region 2) · MAAND Maryland Academy of Nutrition and Dietetics · DCMAND DC Metro Academy of Nutrition and Dietetics

New Jersey State School Nurses Association · NHMA National Hispanic Medical Association (North East and Metro Region) · School Nurse Delaware School Nurse Association · Delaware Academy of Nutrition & Dietetics

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YOUR MILK COMES FROM A GOOD PLACE

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*DAILY RECOMMENDATIONS – The 2015 Dietary Guidelines for Americans recommends 3 cups of low-fat or fat-free milk and milk products for those 9 years and older, 2.5 for those 4-8 years, and 2 for those 2-3 years.