

West Virginia's Flavored Milk Makes the Grade!

FLAVORED MILK the facts

For the 2011-12 school year, federal school meal guidelines require schools to offer students a variety of milk that can include low-fat and fat free flavors such as chocolate and strawberry.

Research suggests chocolate milk is the most popular choice in schools and if not an option, kids will drink less milk and get fewer essential nutrients.

Through flavor reformulation, West Virginia's school milk suppliers are leading the way to reduce added sugars and calories, while maintaining the same great taste kids love. Plus, the new fat free flavored milks listed below exceed the beverage guidelines by the Alliance for a Healthier Generation.

School Milk Nutrition Facts (8 oz.) as of 10/2011	Fat Free Chocolate		Fat Free Strawberry		Low-fat (1%) Chocolate		Low-fat (1%) Strawberry	
	Calories	Sugars	Calories	Sugars	Calories	Sugars	Calories	Sugars
Galliker's	150	26	150	28	170	27	180	29
Tru Moo by Broughton Foods, Dean Foods, Pet and Shenandoah Pride	130	22	130	22	Not offered		Not offered	
Lil' Moos by United Dairy	130	23	130	22	Not offered		Not offered	

* The Nutrition Facts on food labels do not distinguish between naturally-occurring and added sugars. It's important to know that ALL milk has 12 grams of the naturally-occurring sugar called lactose.

Chocolate milk contains the same nine essential nutrients as white milk, including vitamin D, calcium and potassium – three nutrients that most kids don't get enough of, according to the 2010 Dietary Guidelines for Americans.

vitamin D
calcium

Flavored milk contributes only 3 percent of the added sugars in children's diets.¹

3%

Milk is the best source of vitamin D, calcium and potassium. When flavored milk is not an option, overall milk consumption drops 35%.²

potassium

Children who drink flavored milk meet more of their nutrient needs, do not consume more added sugar, fat or calories; and are not heavier than non-milk drinkers.³



For more information, visit drink-milk.com

¹ National Health and Nutrition Examination Survey, NHANES (2003-2006), ages 2-18.

² The impact on student milk consumption and nutrient intakes from eliminating flavored milk in schools. 2009. MilkPEP research conducted by Prime Consulting Group. Presented at the School Nutrition Association Annual National Conference, 2010.

³ Murphy MM, Douglas JS, Johnson RK, Spence LA. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in U.S. children and adolescents. J Am Diet Assoc. 2008; 108:631-639.

