

# FLAVORED MILK

## the facts

**CHOCOLATE MILK =  
SAME 9 ESSENTIAL NUTRIENTS  
AS WHITE MILK**

On average, just 132 calories per serving.



- 1 Calcium
- 2 Vitamin D
- 3 Riboflavin
- 4 Phosphorus
- 5 Protein
- 6 Potassium
- 7 Vitamin A
- 8 Vitamin B-12
- 9 Niacin

CALCIUM VITAMIN D RIBOFLAVIN  
PHOSPHORUS PROTEIN POTASSIUM  
VITAMIN A VITAMIN B-12 NIACIN

**CHOCOLATE MILK =  
40% LESS SUGAR THAN JUST FIVE YEARS AGO**

2011-2012 school year.

**CHOCOLATE MILK =  
ONLY 3% OF ALL ADDED SUGARS  
IN CHILDREN'S DIETS VERSUS  
SODAS AND FRUIT DRINKS 45%**



**CHOCOLATE MILK =  
HELPS CHILDREN FILL NUTRIENT GAPS  
ON VITAMIN D, CALCIUM & POTASSIUM**

Identified by the 2010 Dietary Guidelines for Americans.

### FLAVOR-FILLED FACTS

# ↓ 35%

**OVERALL MILK CONSUMPTION  
DROPS WHEN FLAVORED MILK  
IS NOT OFFERED AT LUNCH**

According to a recent study in 7 school districts across the country.

**AMERICANS AVERAGE  
JUST ONE SERVING  
OF MILK EACH DAY  
— FAR FROM THE  
RECOMMENDED 3  
SERVINGS (FOR KIDS  
AGES 9 AND OLDER)**

### ACTION

For information, science and research about flavored milk, visit [milkatschool.com](http://milkatschool.com).

SOURCES | 2011-2012 School Milk Product Profile, MilkPEP School Channel Survey, conducted by Prime Consulting Group, July, 2012. Responses were received from processors who collectively serve 62% of all K-12 public schools. The MilkPEP Annual School Channel Survey is a joint project of the Milk Processor Education Program (MilkPEP), the National Dairy Council and the School Nutrition Association.

got milk?<sup>®</sup>