

# Concerned About Children Drinking Flavored Milk?



## It's Time to Review the Myths and Misconceptions!

Flavored milks are a growing trend – with an expanded variety of flavor options available in colorful, grab-n-go plastic bottles. Children have their own preferences when it comes to milk. School meal programs offer a variety of flavored milks such as chocolate, strawberry, orange cream and vanilla on the serving line and in vending machines to accommodate these individual preferences.

Flavored milks have the same nine essential nutrients as white milk. All are excellent sources of calcium, vitamin D, riboflavin and phosphorus.

According to the US Department of Agriculture's Consumption Survey, today's children and teens are not getting enough calcium:

- Six out of 10 boys and seven out of 10 girls under the age of 11 are not meeting their recommended calcium requirements.
- Nine out of 10 teen girls and seven out of 10 teen boys fail to meet their daily calcium requirements.

### These are the Facts.

Growing children need milk's nutrients. Calcium is especially important during the growing years to help build strong bones. Milk and dairy products provide 75% of the calcium in our food supply. Since children like the taste of flavored milk, they're more likely to drink milk if flavored varieties are offered.

### Research Shows the Children Who Drink Flavored Milk...

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

## How Many Daily Servings Do Children Need?

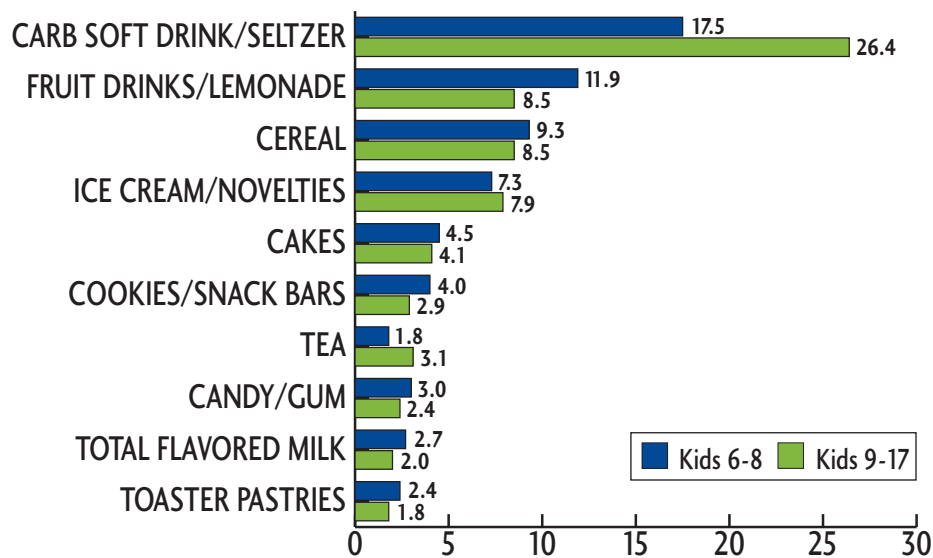
Age	Calcium	No. of Servings
1-3 yrs	500 mg	
4-8 yrs	800 mg	
9-18 yrs	1300 mg	

The 2005 Dietary Guidelines for Americans state that adding small amounts of sugar to nutrient-dense foods such as milk may increase consumption by giving the beverage more taste appeal without excessive calories. This could make a new milk drinker out of a former non-milk drinker. Lowfat and fat-free flavored milks are nutrient-rich beverages with limited fat and sugar.

## Flavored Milk Accounts for Less than 3% of Added Sugar in the Diets of all Kids 6-17



### % of Added Sugar



Source: NPD Nutrient Intake Database: 5 YE Feb 05. kids 6-17

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Mid-Atlantic Dairy Association  
325 Chestnut Street,  
Suite 600  
Philadelphia, PA 19106  
215.627.8800

## Flavored Milk and...

### Obesity

Childhood obesity has reached epidemic proportions. One contributing factor is the displacement of milk by soft drinks and other sweetened beverages resulting in an increase in caloric intake. For individuals concerned about their weight, or that of a child, they should look to lowfat and fat-free flavored milks as a nutritious option.

### Dental Caries

The calcium, phosphorus and cocoa in chocolate milk have been shown to help protect teeth from decay. Also, because milk is a fluid rather than a solid substance, it does not adhere to the teeth's enamel like a sticky high carbohydrate food such as a candy.

### Lactose Intolerance

Individuals with lactose maldigestion often find chocolate milk easier to digest than white milk. Lactose maldigestion is the limited ability to digest lactose, the main carbohydrate in milk. Most individuals with lactose maldigestion can comfortably drink two cups of any type of milk per day when consumed in small servings with separate meals.

### Caffeine

As indicated in the chart, chocolate milk contains a relatively small amount of caffeine per serving compared to many other beverages.

### Caffeine in Beverages in an 8 oz Serving

Beverage	Caffeine range in mg
Chocolate milk	2 - 7
Cocoa beverage	3 - 22
Cola	
Regular	20 - 40
Caffeine Free	0
Coffee	
Brewed, drip	65 - 120
Instant	50 - 85
Decaffeinated	2 - 4
Tea	
Brewed, US brands	20-90
Brewed, imported brands	25 - 110
Instant	24 - 31
Iced Tea	9 - 50