

Flavored Milk: Refresh Your Flavors, Refuel Your School

**School Nutrition Association
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Description: Take a fresh look at flavored milk – a secret weapon for increasing milk consumption and improving children’s diets. This panel will explore proven strategies for using flavored milk to combat the calcium crisis and improve students’ health and wellness. Learn about new research that suggests flavored milk is an effective post-exercise recovery beverage

- Our objectives
- A snapshot of the flavored milk situation in schools (beverage guidelines, individual school policies, some reluctance to offer)
- What the industry is doing (reformulations, packaging innovations, promotions)
- How nutritious is flavored milk? (nutrient comparison)
- Why choose flavored milk? (summary of the science)
- Flavored milk can help children get the calcium they need, without consuming more calories and added sugar
- Kids who drink flavored milk drink fewer sugar-sweetened sodas and fruit drinks

- Chocolate milk may be particularly helpful for school athletes (research on chocolate milk as a recovery aid, hydration, protein/muscle mass)
- MilkPEP programs (Refuel Your School, posters, Spot On, etc.)
- Flavored milk: a nutrient-packed choice
- Flavored milk in school wellness policies
- Flavored milk can help increase school milk consumption and meal participation (School Milk Pilot Test and other research)
- School case studies
- National Dairy Council and Midwest Dairy Council resources and programs (New Look of School Milk, nutritionexplorations.org, tools and resources)