



# Flavored Milk: Refresh Your Flavors, Refuel Your School

School Nutrition Association

July 21<sup>st</sup>, 2008

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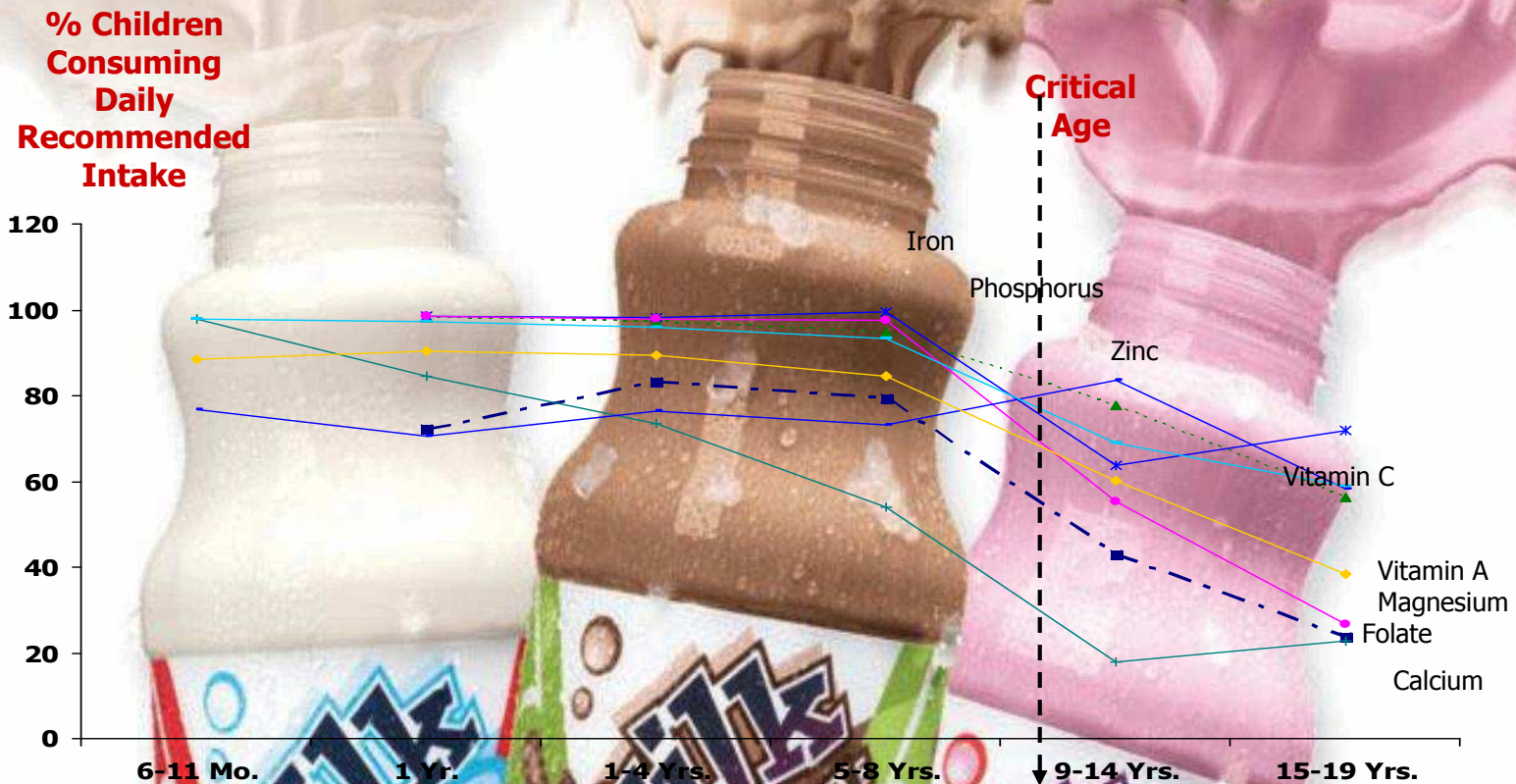
# BACKGROUND FACTS



- 7 out of 10 teen boys and 9 out of 10 teen girls are not getting the calcium they need for peak bone mass
- Middle School kids are at peak age for bone development but Calcium consumption is decreased
- Age 0-20: bones form & grow  
Age 20-30: bones increase in mass, strength & hardness  
Age 30+: Maintain bone density
- Over 77% of kids age 9-19 fail to meet dairy target

# BACKGROUND FACTS

## Overweight Yet Undernourished



Data compiled by Dr. John Lasekan, Ross Labs  
 NHANES 1999-2000 and the Continuing Food Survey 1994-96, 1998

# CHALLENGES

The background of the slide features three bottles of Milk Chocolate. The bottle on the left is white with blue and red accents, labeled 'Milk CHOCOLATE'. The middle bottle is brown with green and white accents, also labeled 'Milk CHOCOLATE'. The bottle on the right is pink with purple and white accents, labeled 'Milk STRAWBERRY'. All three bottles have their caps removed, and the liquid inside is splashing out of the openings, creating a dynamic, energetic scene.

- School Wellness Policy
- Alliance for Healthier Generations
- Institute of Medicine
- Special Interest Groups

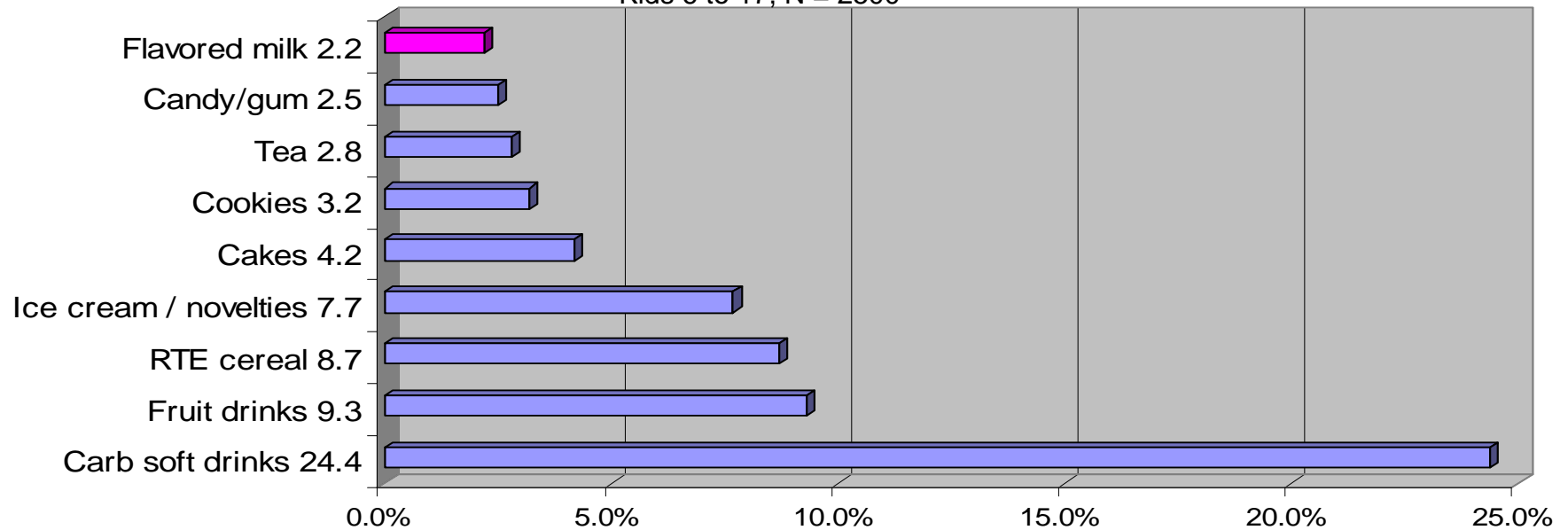
# FLAVORED MILK AS PART OF THE SOLUTION

- 2005 Dietary Guidelines for Americans (DGA)
- Frary CD, RK Johnson, et.al. shows positive effect on children's diets with flavored milk
- Johnson, RK, et.al. reveals flavored milk boosts overall calcium intake, without increasing total added sugar intake
- Murphy MM, Douglass JS, et. al. consumption of flavored milk not associated with adverse effect on weight status of children

# FLAVORED MILK AS PART OF THE SOLUTION

## Flavored Milk's Contribution to Added Sugar in the Diet is Minimal for Kids/Teens

% Total Added Sugar in the Diet  
Total Added Sugar = 17.3 tsp  
Kids 6 to 17, N = 2500



Source: The NPD Group Nutrient Intake Panel 3 years ending Nov '04

# SUGAR IN FLAVORED MILK

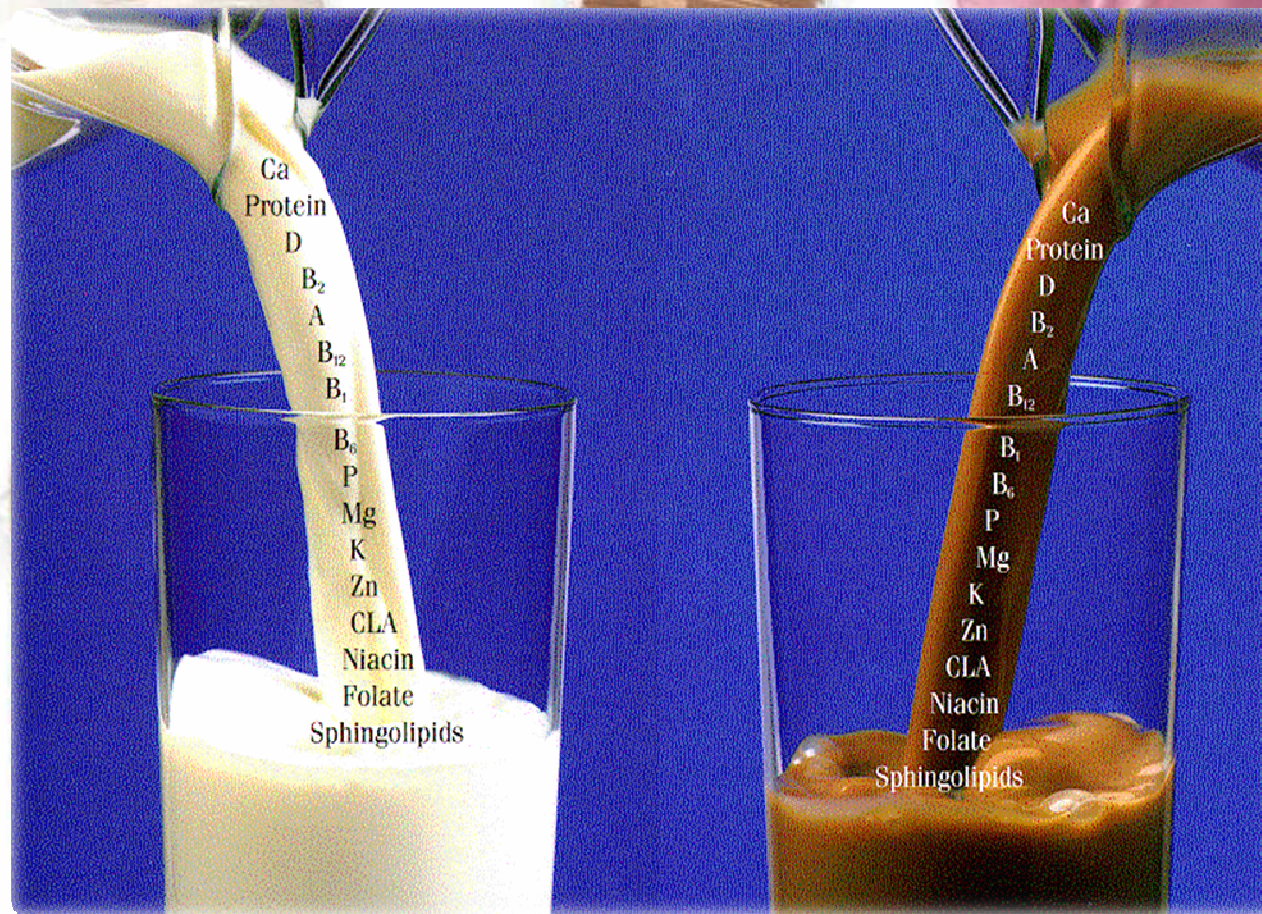
## ➤ Positives of milk/dairy outweigh negatives

- ✓ Milk=calcium for strong bones/teeth...protein...key vitamins
- ✓ Milk=more filling, satisfying
- ✓ Chocolate=added sugar=more palatable → child may drink
- ✓ Flavored milk is natural- other sugar beverages are chemical
- ✓ Flavored milk's calories are nutritionally sound—other sugar beverages offer *empty calories*
- ✓ Flavored milk is a nutrient-rich package providing the same essential nutrients as plain milk

Source: Gacek qualitative research Oct. 05

# FLAVORED MILK AS PART OF THE SOLUTION

## A Naturally Nutrient-Rich Choice





# WE WANT TO OFFER FLAVORED MILK: BUT.....

- 1) Availability: Contact your local processor/coop
- 2) Price: Don't let it limit you
- 3) Education: Work with your local Dairy Council for resources/materials
- 4) Non-supportive administration
- 5) Wellness Policy restrictions

# WHAT CAN YOU DO NOW

- Find out about availability
- Place it on your milk bid
- Get EVERYONE involved
- Education, Education, Education
- Contact your local Dairy Council
- Promotion, Promotion, Promotion

# RESOURCES

- ✓ [www.nutritionexplorations.org](http://www.nutritionexplorations.org)  
Flavored Milk Facts
- ✓ [www.milkdelivers.org](http://www.milkdelivers.org)  
Fewer Choices Mean Fewer Kids Drink Milk
- ✓ [www.nationaldairycouncil.org](http://www.nationaldairycouncil.org)
- ✓ [www.midwestdairy.com](http://www.midwestdairy.com)
- ✓ [www.bodybymilk.com](http://www.bodybymilk.com)
- ✓ Your local Dairy Council Representative



THANK YOU