

CHOCOLATE MILK IS KID-FRIENDLY NUTRITION

Chocolate milk served in schools is different than what is in grocery stores; it has been reformulated to eliminate high fructose corn syrup and fat. A 1-cup serving averages 130 calories — just 20 calories more than 1% white milk. Chocolate milk provides the same nine essential nutrients found in white milk.

Chocolate milk is a tasty way for kids to get great nutrition – and like it! Milk, including chocolate, is the No.1 food source of three of the four nutrients the Dietary Guidelines for Americans say children need to consume more of – vitamin D, calcium and potassium. Research supports that drinking chocolate milk is significantly a better choice than a child deciding not to drink any milk at all.

The Calories and Sugar in Chocolate Milk Meet USDA Recommendations

Dietary Guidelines for Americans recommends 2 to 3 servings of low-fat and fat-free milk and dairy products for adults and children ages 2 years and older, depending on age. Drinking chocolate milk can help close the nutrition gaps between children’s actual and recommended intake of milk and dairy products.

According to the *Eunice Kennedy Shriver National Institute of Child Health and Human Development, 2014*, “Many children and teens do not get enough calcium. One large survey found that among children aged 9 to 13 years, only about 12% of girls and 17% of boys consumed the recommended daily amount of calcium. For older teens, 42% of boys and only 10% of girls consumed enough calcium daily.”

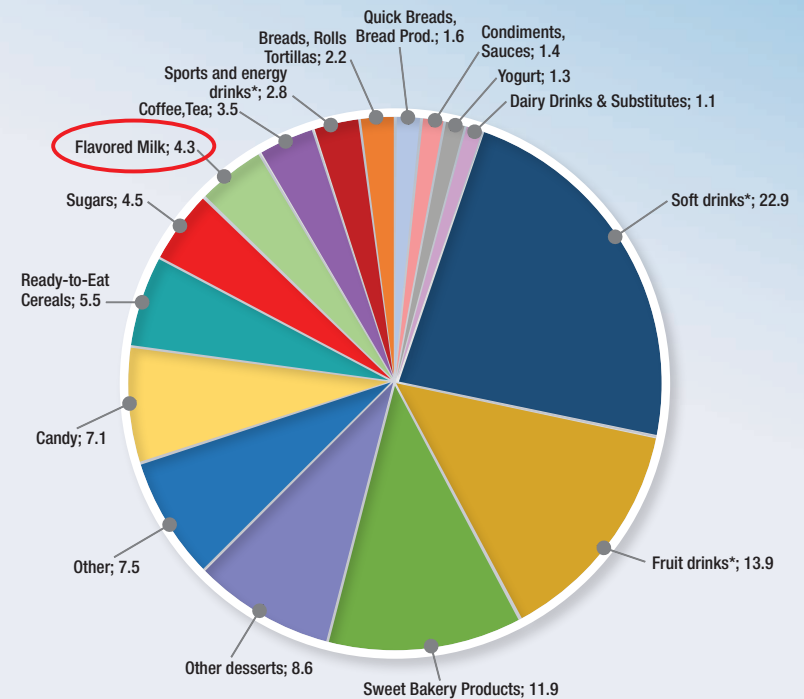
A study in *Pediatrics, March 2015: Snacks, Sweetened Beverages, Added Sugars, and Schools* states, “Consumption patterns of milks among children suggest caution, however. Eliminating the added sugars from milk may increase milk wastage, resulting in fewer ounces consumed per day.”

What happens when a child isn’t given the option to choose chocolate milk in the school meal line?

Research by MilkPEP and the National Dairy Council shows eliminating flavored milk from elementary schools resulted in a 37% drop in overall milk consumption.

Sources of added sugars in the diets of children:

% of Total Added Sugars from Foods and Beverages



*Categorized as sweetened beverages

NHANES 2007-2010, ages 2-18 years

Natural and added sugars are found in flavored milk (including chocolate milk). According to *NHANES 2007-2010*, flavored milk contributes 4.3% added sugar to children’s diets, ages 2-18. Soft drinks and non-carbonated, sweetened beverages contribute nearly 40% of the added sugar in average diets. Kids who drink flavored milk choose more milk and less soda and sweetened drinks.

