

MOMS WEIGH IN ON THE GREAT DEBATE

Moms agree: food choices should not be made based on calories and sugar alone, that it's important to make choices based on the entire nutrient package. Despite some of the high-profile debates over flavored milk, a recent study of 1,000 moms found that most moms would be opposed to a decision made by their children's school or school districts to stop offering chocolate milk.

The survey found that mothers recognize the importance of healthy options at school, and the role that fat free chocolate milk can play on the school lunch line.

Lack of support for a "ban"

Most moms (80%) do not support the removal of chocolate milk from lunch lines and school cafeterias.

- That includes more than half (54%) that would specifically oppose a ban.

Moms want kids to have a choice

For many moms, a key ingredient on the new school lunch menu is choice.

- Three out of four moms (77%) do not want choices taken away from their children at school, in general.
- Four out of five moms (79%) believe kids need healthy choices at school, including chocolate milk.

Moms want balanced nutrition (that kids will eat)

Moms agree that chocolate milk is a great way to give kids nutrients they need (71%) and removing chocolate milk from a child's diet does not significantly reduce added sugar intake, but it does remove critical nutrients kids need for growth and development (80%).

- About nine out of 10 moms agree that food choices for their kids should be practical, appealing and take into consideration nutrients - not just sugar and calories. Moms say:
 - Well-intended changes can backfire, and food choices need to be practical so the food is not wasted (86%).
 - School meals should be appealing, in addition to nutritious (92%).

Mom gets the facts about chocolate milk

Moms felt very positive about chocolate milk knowing that:

- It contains the same nine essential nutrients as white milk, including calcium, vitamin D and potassium, which are all "nutrients of concern" that most kids fail to get enough of (85%).
- The recently reauthorized Child Nutrition Act, which sets guidelines for school lunch programs, recognizes the importance of lowfat and fat free milk - including fat free chocolate milk - as a nutrient-rich part of school meals (48%).
- This fall, all of the chocolate milk that will be served for school lunch will be fat free (45%).

METHODOLOGY

Conducted by KRC Research. A total of 1,000 interviews were conducted with moms of kids in grades K-12. The interviews were conducted online using a national opt-in panel. The interview averaged 8-10 minutes in length and all interviews were conducted between March 9 and March 14, 2012.

To qualify for the study, all moms had to have at least one child in the household who attends primary or secondary school (grades K-12). Quotas were set to ensure the sample matches the national distribution of consumers by Census regions. Gender quotas were set for K-12 students to ensure a fairly close distribution of respondents between males and females.

got milk?[®]

FLAVORED MILK
the facts