

Important School Lunchroom News!

NEW STUDY REVEALS NEGATIVE NUTRITIONAL IMPACT OF REMOVING CHOCOLATE MILK.

There is a lot of talk about eliminating flavored milk in schools, **but what impact will that have on our children's nutrition?**

Without flavor options, will children continue to drink milk? If not, will they be able to get the nutrients they need?

A new study was conducted to **quantify the change in students' milk consumption and nutrient intake** when schools changed the availability of flavored milk. It revealed that without flavor options in the lunchroom, milk consumption actually drops and stays lower over time. You might think or even hope that kids will eventually switch to white milk, but the study suggests this might not be the case.

In 58 schools in which **flavored milk options were removed or limited to only certain days of the week, milk consumption dropped an average of 35%**. In fact, five of the schools saw consumption drop by more than 50%. That's according to an analysis of the consumption data from those schools.

Schools that were in the second year of a limited or no flavors policy saw something even more concerning—consumption DID NOT rebound. **Students still consumed 37% less milk**, on average, during days flavored milk was not available.



TOO IMPORTANT TO CUT BACK

Milk, both flavored and unflavored, is an excellent source of

calcium, vitamin D, riboflavin and phosphorus, and a good source of protein, potassium, vitamin A, vitamin B12 and niacin. **Data show that 70% of the milk chosen in school is flavored.** Considering kids might not make the switch to white milk, as is suggested by the study, is limiting lowfat flavored milk the right move for student nutrition right now?

WITHOUT FLAVOR, CONSUMPTION DROPS.

“When flavored milk was not an option, **many children wouldn't take the white milk, or if they did, they wouldn't drink it,**”

said Linda Stoll, MPH, executive director of food services at Jeffco Public Schools in Jefferson County, Colorado, who participated in the study. “The white milk frequently got thrown away.”



got milk?[®]

WHAT IF CHOCOLATE MILK IS DISMISSED FROM OUR SCHOOLS ?

WHEN FLAVORED MILK LEAVES, ESSENTIAL NUTRIENTS LEAVE WITH IT.

Removing flavored milk from the lunchroom has nutritional consequences. That's a key finding of this new study. One of the largest studies of its kind, it was the first to measure the actual amount of milk discarded and to use nutrient modeling to estimate the amount of key nutrients lost by the lack of consumption.

The loss of essential nutrients was substantial, according to the study, and cannot be replaced by another beverage or beverages, but must come from a combination of foods commonly served in schools.

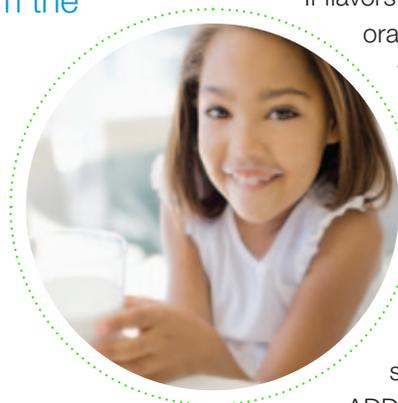
To replace the nutrients lost from the decline in milk consumption:

- * Required 3-4 food items to match milk's nutrient contribution.
- * Added back more calories and fat than were being reduced.
- * Added back roughly half of the sugar, netting a savings of only 15-28 grams per week.
- * Cost an incremental \$2,200-\$4,600 annually per 100 students.

REPLACING MILK'S LOST NUTRIENTS ?
BETTER GRAB A BIGGER TRAY.

If flavors aren't available and students choose orange juice fortified with calcium and vitamin D instead of white milk, **even then the nutrients don't add up.** But the cost to replace the nutrients still missing by not choosing milk will.

It would still take ½ cup of diced cantaloupe, 3.5 ounces of apple with skin and ½ cup of cooked baked beans **ADDED** to a student's lunch to replace the nutrients that would be missing if milk is replaced with fortified orange juice. The cost? **171 extra calories and \$125.00 per 100 students,** as opposed to just \$23.50 for lowfat chocolate milk.*



The research demonstrates the important role flavored milk can play in the nutrition of our students. To see the facts and learn more about the study, visit

www.milkdelivers.org.

The news is important. And delicious.

2009 Study "The Impact on Student Milk Consumption and Nutrient Intakes from Eliminating Flavored Milk in Schools," conducted in 58 elementary and secondary schools. Funded by the Milk Processor Education Program (MilkPEP) and conducted by Prime Consulting Group, presented at the School Nutrition Association Annual National Conference 2010.

*Example based on nutrient modeling methodology used in study.

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