## The Many Benefits of Chocolate Milk

*From TruMoo Milk*
*http://www.trumoo.com/nutrition/benefits/*

TruMoo Chocolate Milk isn't just a tasty treat to enjoy every now and then. It's a nutritious choice for the whole family, and one that can be served every day.

Nutrition and public health experts agree that milk is an important part of a healthy diet. TruMoo, like regular milk, provides 8 essential nutrients: calcium, protein, vitamins A, D and B12, riboflavin, phosphorus and potassium. Together, these essential nutrients help strengthen bones, build and repair muscles and keep you and your family full and satisfied.

Lowfat chocolate milk is also an effective recovery drink after exercise or sports practice. In fact, chocolate milk post-workout is often referred to as "nature's protein drink" since it contains a perfect ratio of protein and carbohydrates for replenishing tired muscles. Its high water content replaces fluids lost as sweat, while its electrolytes (like sodium and potassium) help to rehydrate.*

As an everyday drink choice, TruMoo has significantly less added sugars than that of soft drinks and popular fruit juice drinks. Most of the sugar in TruMoo is lactose, the natural sugar found in all milk, while all of the sugars in nutrient-poor sodas are added sugars. To compare TruMoo Chocolate Milk benefits and your favorite drink, do the TruMoo Switcheroo

So Many Benefits:

- Chocolate Milk is an excellent source of bone building calcium
- Chocolate milk has lots of hunger satisfying protein, making it a nutritious snack choice

- Chocolate milk post-workout is a great recovery drink, with protein and carbs to help muscles rebuild
- Every glass contains 25% of the daily value of Vitamin D, which helps the body absorb calcium and other minerals

**The Debate Over Chocolate Milk in Schools**

Recently, we've heard a lot of discussion about whether or not schools should serve chocolate milk in their cafeterias. According to data from the US Department of Agriculture, flavored milk accounts for 66% of all milk sold in schools[1]. Concerns over added sugar in chocolate milk have grown to the point that some schools have banned chocolate milk entirely.

While this decision effectively eliminates flavored milk from children's school diets, studies[2] have shown that if kids skip chocolate milk, they often don't drink any milk at all. That means they aren't getting the calcium and other benefits of milk they need.

Since sugar is such a concern in the chocolate milk debate, let's look at the numbers. Flavored milk accounts for[3]:

- Less than 35% of the total added sugar in the diets of children ages 6-12
- Less than 2% of added sugar intake in teens

Furthermore, research[4] shows that adding small amounts of sugars to naturally nutrient-rich foods like milk can improve the overall quality of children's and adolescents' diets by encouraging consumption of nutrients needed at those development stages.

Now compare those facts to these findings. A 2008 study[5] showed children who drink flavored milk:

- Drink more milk and get more calcium and other key nutrients than non-milk drinkers
- Drink fewer nutrient-poor sodas and fruit drinks than non-milk drinkers
- Do not consume any more added sugars or total fat than non-milk drinkers

Knowing both sides of this heated debate over chocolate milk in schools, we worked hard to develop a great-tasting chocolate milk that kids would love, but that also met the most aggressive school nutrition requirements. We're proud to say that TruMoo meets all of the proposed USDA requirements for school meals – and well ahead of the new federal rules that will take hold in the 2012-2013 school year.

REFERENCES:

[1]*US Department of Agriculture, Food and Nutrition Service. School Nutrition Dietary Assessment Study – III. Alexandria, VA: Food and Nutrition Service, USDA, November 2007.*

[2]*Patterson J, Saidel M. The removal of flavored milk in schools results in a reduction in total milk purchases in all grades, K-12. J Am Diet Assoc. 2009; 109,(9): A97.2.*

[3]*Murphy M, et al. Beverages as a source of energy and nutrients in diets of children and adolescents. FASEB J 2005; A434:275.4*

[4] *Johnson RK et al. Dietary Sugars Intake and Cardiovascular Health. A Scientific Statement from the American Heart Association. Circulation 2009; 120: 1011-1020*

[5]*Murphy MM et al. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in U.S. children and adolescents. J Am Diet Assoc 2008; 108:631-639.*

## Flavored milk versus white milk: What's the difference?

Q&A with Dr. Sarah Jane Schwarzenberg, co-chair of MN-AAP's pediatric obesity taskforce
*From* Minnnesota American Academy of Pediatrics

### 1. Why is chocolate milk a factor in the pediatric obesity epidemic?

The simple answer is that it is higher in calories than plain milk with the same fat content. The difference is about 50 cals/8 oz. That may seem small, but a child drinking one carton each school day (5 days/week) will gain one pound in 14 weeks FROM CHOCOLATE MILK ALONE.

In fact, many children are drinking 2-4 cartons of this milk each day, and it is not the only unnecessary calorie-dense product they are given.

### 2. By removing chocolate milk from schools, some people are concerned that kids won't drink any milk and won't benefit from the calcium, Vitamin D and other nutrients they need. What are your thoughts on this?

If children are offered juice, pop, fruit drinks, etc, as an alternative to plain milk, they will drink them instead of plain milk. If they are offered water as an alternative, they will likely drink plain milk. There are many important changes that must be made in children's diet if we are to reduce obesity and reduce the risk of heart disease and cancer in the future.

Ideally, children would eat more vegetables--but providing them with Ranch dressing and melted cheese to get them to eat them creates nutritional disaster. We want them to eat more fruit, but adding caramel coating to entice them increases obesity. Similarly, bribing children to ingest calcium and vitamin D, etc, by providing them with a high-calorie sweet beverage simply trades one nutritional problem for another.

If we are panicked that kids aren't getting enough of a nutrient, we should give them a vitamin, not sugar them up.

### 3. Is there any data or research that would support eliminating chocolate milk from schools?

There is no direct data on chocolate milk, but there is a large body of data on the effect of sweet drinks and/or fruit juice on weight gain and obesity. Sweet beverages do not sate the appetite like solid food does and sweet drink ingestion is associated with obesity.

Finally, the effort to end childhood obesity will not be completed with a single giant stroke. We have made many changes over the past 50 years that have brought us to this point and we must undo each small change until we reach the point that our children do not gain excess weight year by year.

Chocolate milk is one of these changes that exhibits things that must be addressed—unnecessary calories, reinforcement of the idea that all food should be sweet or salty, no education on restraint in eating.

Given the PR efforts of the milk industry (No chocolate milk? Their bones will disintegrate!) and the catering to the childhood appetite rampant, the Minneapolis School system made a brave choice.

## Flavored Milk's Important Place on the Menu: A Director Shares His Story

*From* CN Executive Update
Spring 2012


Flavored Milk's Important Place on the Menu

*Meet Orlando Griego, the Director of Food and Nutrition Services for the Santa Monica Malibu Unified School District in California, and hear about his experiences with parents and other important stakeholders in his efforts to maintain chocolate milk's important place in his school district.*

Griego and his team looked at the selection habits of their students before meeting with the school board and community members. He found that in an offer versus serve and food-based menu planning setting, the required third component was most often fat-free chocolate milk. When chocolate milk was unavailable, they discovered two things. First, the child took a third component that he/she did not eat and subsequently threw away and second, there was a decrease in lunch program participation. "The nutrients found in milk, including fat-free chocolate milk, are too important and we did not want to risk losing those nutrients if the students would not replace them," Griego said.

On an issue such as school meals, Griego knew that it would be important to dispel the myths that had become associated with flavored milk and to highlight the important role it played, not only in nutrition but in consumption. Gaining the support of the community with the facts was at the heart of his campaign.

Words of Inspiration from Orlando Griego to his foodservice peers:

- "Despite the economy, despite tight budgets, school foodservice directors continue to offer and serve meals that include a variety of fresh fruits and vegetables each school day. Students have more choices and access to healthy meals than they did when I was a child. Highlight what you are doing. The one thing we fail to do is market our program. We are a business and as such, we should be following the lead of our private business partners and market our program, let our customers know what we are doing, and stay one step ahead. More often than not we find that many of our parents simply don't know what we do, how we do it and the many regulations we have to follow."
- "We are active contributors to the education of young scholars throughout the country. Our intent is to provide a nutritious meal that our customers will take, eat and enjoy. School foodservice departments throughout the country are doing an amazing job. We are active contributors to the education of young scholars. Be confident in and proud of what you are doing. Our intent is to provide a nutritious meal that our customers will take, eat and enjoy. It's a delicate balance between what parents want their children to want and what their children actually want. Our goal, like so many others, has been to meet the needs of both the parent and the child."

## Removing Flavored Milk Causes Dramatic Drop in Milk Consumption

*From* www.MilkDelivers.org


A study presented at the School Nutrition Association Annual National Conference reveals that eliminating chocolate and other flavored milks from school cafeteria menus resulted in a dramatic drop in milk consumption along with a substantial reduction in nutrients—which are not easy or affordable to replace. The study included nearly 700 measurement days over three months at 58 elementary and secondary schools across the country. When flavored milk was not available, many children chose not to drink milk and missed out on the essential nutrients that milk provides. On days when only white milk was offered in cafeterias, milk consumption dropped an average of 35 percent.

**When flavored milk leaves the lunchroom, essential nutrients leave with it.** The study results indicate to replace the nutrients lost from the decline in milk consumption:

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

- The study also revealed that the drop in consumption did not recover over a year's time. Even the 40 schools that were in their second year of a limited-or no-flavors policy did not see students moving to white milk. On average, students at these schools drank 37 percent less milk compared to when they had flavored milk available every school day.

### Nutrients Down the Drain

"It's important for parents and school professionals to recognize the implications of removing chocolate milk from school meals," said Rachel K. Johnson, PhD, RD, a professor of nutrition at the University of Vermont who reviewed the study and provided consultation on the impact of the flavored milk changes on the children's nutrient intakes. "As the study demonstrated, there could be well-meaning but negative consequences of limiting the availability of flavored milks."

"Milk ranks among the top sources of calcium, vitamin D, protein, potassium, magnesium, phosphorus and vitamin A," Johnson said. "Schools would need to re-plan their menus to ensure they deliver the important nutrients that are lost due to reduced milk consumption."

## More About the Study

- One of the largest studies of its kind, it is the first to measure the actual amount of milk discarded and estimate the amount of key nutrients lost.
- Conducted in seven school districts across the country to quantify the impact of curtailing the availability of flavored milk in schools on children's milk consumption and intakes of key shortfall nutrients.
- Analyzed milk consumption in a variety of elementary schools that either eliminated chocolate and other flavored milks, or limited the days they were offered.
- Measured both the amount of milk selected by students and "plate waste"—the amount discarded—to calculate the ounces of milk consumed or wasted.
- Conducted in 2009 by Prime Consulting Group and funded by the Milk Processor Education Program (MilkPEP)

#### Industry Innovations

Recognizing that many schools want to reduce the sugar content in all their menu offerings, more than 90 industry-partner milk companies across the U.S. have proactively reformulated flavored milk to lower its added sugars, fat and total calories, while preserving its nutritional value. These new products aim for 150 calories and less than 25 grams of sugar per 8-ounce serving, while striving to provide a product with a taste students will accept so they will continue to choose and enjoy drinking this nutritious beverage.