

HARD FACTS ABOUT FLAVORED MILK



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IF A CHILD DRINKS
IT AT SCHOOL
FOR BREAKFAST
AND LUNCH

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An **8oz serving** of chocolate or strawberry milk has **4 teaspoons** of added sugar¹ (and each teaspoon has 15 calories)

8 teaspoons of added sugar (that's 120 extra calories a day)

Nearly **2 gallons** of extra sugar each year!

ALL THAT SUGAR IS BAD FOR KIDS' HEALTH

Sugar is a major contributor to the health problems that are harming our kids – like the growing rates of diabetes and hypertension. There's strong evidence that sugary drinks are a major risk factor for developing type 2 diabetes and heart disease.² Chocolate milk has the same total sugar as a soft drink (that's the added sugar plus the natural sugar contained in all milk), so with every serving, you're adding the equivalent of another soda to their daily calorie count.

Leading obesity organization, the Robert Wood Johnson Foundation, surveyed parents and found that the majority agree that their child's school should limit access to unhealthy snacks and sugar-sweetened beverages.³ Schools should include flavored milk in this category.

OTHER INGREDIENTS YOU WON'T FIND IN PLAIN MILK

Sugary flavored milk has a bunch of ingredients you won't find in plain milk, like colors, flavors (vanillin, aka. artificial vanilla), thickeners and stabilizers (guar gum, corn starch, carrageenan), added natural sweeteners (sugar, fructose, high fructose corn syrup, sucrose) and artificial sweeteners (sucralose, maltotame, acesulfame K). The food industry calls these "non-nutritive" because they don't make the milk more nutritious for your kids.



HERE'S WHAT YOU CAN DO:

- 1. Support our campaign to bring back plain milk at school** www.jamiesfoodrevolution.com/sugarymilk. Ask your school to make a simple switch for better health by choosing plain milk, and making the sweetened varieties an occasional treat.
- 2. Call your principal** or go meet with them in person to say that you're concerned about your child getting a lot of sugar from foods that are supposed to be wholesome, like sugary flavored milk, and this is bad for his/her health. Ask if they serve flavored milks, and how often. If they do, ask if they would consider switching to plain milk, which has no added sugar, and just serve flavored milk as a treat once a week.
- 3. Give this fact sheet to every parent** in your child's school. Make sure they know the facts about flavored milk.

1. The National Dairy Council says flavored milk has about 4 teaspoons of added sugar. If a kid drinks two servings, that's 8 extra teaspoons of sugar per day they don't need. http://www.nationaldairycouncil.org/SiteCollectionDocuments/child_nutrition/health_kit/FMD09177_Flavored-Milk_V13.pdf

2. The Nurses Health Study found that women who had one or more servings a day of a sugar-sweetened soft drink or fruit punch were nearly twice as likely to have developed type 2 diabetes during the study than those who rarely had these beverages, and had a 40 percent higher risk of heart attacks or death from heart disease. <http://www.hsph.harvard.edu/nutritionsource/healthy-drinks/sugary-vs-dietdrinks/index.html>

3. A 2009 poll conducted by the Robert Wood Johnson Foundation found that 96% of parents with kids in grades K – 12 agreed that their child's school should limit access to unhealthy snacks and sugar-sweetened beverages <http://www.rwjf.org/pr/product.jsp?id=50589>