

This kit is part one in your journey to removing, or at least limiting, flavored milk in school cafeterias. Here you will find more background information on why sweetened milk is bad for our children and tips on how to drive change and start your campaign.

FLAVORED MILK: THE HARD FACTS

An 8oz carton of flavored milk contains, on average, 4 teaspoons of added sugar (equal to 64 calories) (2). If a child drinks flavored milk at breakfast and lunch, they are consuming 5-8 teaspoons of added sugar every day from a supposedly healthy drink (this amounts to 80-128 extra calories each day). Over a 180-day school year, that adds up to almost 8 pounds of unnecessary sugar (equal to over 14,400 calories). Compare this to an 8oz serving of plain white milk, which contains 3 teaspoons of natural, lactose sugar and none of the added sugar.*

* Calculate your added sugar at www.jamiesfoodrevolution.com/MilkAction

* Formulations and sugar content varies by school district. Read your labels!

MILK AT SCHOOL

- ★ About 70% of the milk consumed in schools is flavored. (1)
- ★ .80% of flavored milk sold in America is sold in schools – the place where children consume it the most. (3)
- ★ While new recommendations from the United States Department of Agriculture (USDA) requires that flavored milk is fat-free, it still contains unnecessary additives, preservatives and added sugar.
- ★ Low-fat chocolate milk is the most popular choice. (4)
- ★ This school year, chocolate milk will average 2.5 teaspoons (40 calories) of added sugar. (5)

SUGARY DRINKS, SUGAR AND HEALTH

- ★ Drinking just one 8oz sugary drink every day increases a child's odds of becoming obese by 60%. (6)
- ★ "Flavored milk is not the equivalent of unflavored milk. It's significantly higher in calories, sugar and sodium, and usually contains artificial colors and flavors" – *Marlene Schwartz, PhD, Deputy Director for the Rudd Center for Food Policy & Obesity at Yale University* (7)
- ★ Sugary drinks are the greatest source of added sugars in the American diet and the primary source of calories in teens' diets (8)
- ★ One-third of children in the US are overweight or obese (9) and 23% of teens in the US are pre-diabetic or have type-2 diabetes – a disease unheard of in children just a few decades ago. (10)
- ★ This is the first generation of children expected to die younger than their parents because of obesity and poor diet. (11)

A RECIPE FOR CHANGE

FLAVORED MILK IS AN ISSUE READY FOR CHANGE NOW

Although the main market for flavored milk is in schools, the Institute of Medicine (12) released new recommendations in early 2012 that state that schools should be at the heart of health and a focal point for obesity prevention. Recommendations also say that policies should be adopted to reduce overconsumption of sugar-sweetened beverages (12).

WHY IS THE FOOD REVOLUTION TALKING ABOUT FLAVORED MILK?

Right from the start of the Food Revolution, we have advocated switching back to plain white milk. In our view, flavored milk has no place in schools. Milk is a great source of nutrients for kids, but the flavored varieties have more calories, are highly processed, and contain unnecessary sugars and additives that do not add any nutritional value to children's diets. When children consume added sugars, they get the calories without any nutritional goodness, which is unnecessary – particularly so in the midst of an obesity epidemic. Numerous public health organizations, including the US Centers for Disease Control and Prevention, American Academy of Pediatrics, and American Heart Association, have outlined the need to reduce added sugars in our diets. Removing or limiting flavored milk in school cafeterias can help to achieve this.

WHICH SCHOOLS ARE MAKING THE CHANGE?

More and more schools are making the move towards plain white milk. Pioneering school districts – New Haven, CT; Boulder Valley, CO; Washington, DC and Ventura, CA – have removed the option of flavored milk and replaced it with plain white milk. They say that, although demand drops initially, it increases again once children get used to it. Many more districts are following suit, with more than 50 in total, led by districts such as Los Angeles and Minneapolis.

WILL SCHOOLS LOSE MONEY?

Schools can still receive their full federal reimbursement for school lunch by offering only plain milk. Generally, it costs more for schools to purchase flavored milk (though suppliers may vary), so school meal budgets should not be impacted by the switch. While food service directors must offer a choice, this choice can be skim, 1% or 2% milk and doesn't need to include flavored options.

WHAT ROLE SHOULD PARENTS PLAY?

Parents also have an important role to play in ensuring that children know why flavored milk should not be served daily at school, and why they should opt for plain white milk. Children who are accustomed to drinking plain white milk at home and in childcare before entering school are likely to continue drinking plain milk at school too. Flavored milk can still be served on special occasions at home and at parents' discretion, but this should be viewed as a special treat, once a week or preferably once a month for a family event.

A RECIPE FOR CHANGE

HOW CAN YOU ENCOURAGE KIDS TO CHOOSE PLAIN WHITE MILK?

Chef Ann Cooper, the “Renegade Lunch Lady”, serves white milk only in the Boulder, CO, schools. She says that it is important to serve the milk cold, and preferably in a glass as opposed to a carton (13). Kate Adamick, who has led the same change in districts in central California, says that educating cafeteria staff and teachers about added sugar helps them to explain to children the reasons for banning it. In Washington, DC, Jeff Mills also introduced plain white milk as the only available option and met with very little resistance. Switching at the start of a new semester is always going to be less controversial than halfway through. Marketing white milk and its benefits and keeping children in the loop about what is happening is also very important, so that they know when and why change is happening.

When re-introducing plain, white milk to your school cafeteria, here are some other ways to encourage children to choose it:

- ★ Make sure the milk is served very cold.
- ★ Present the milk in the most appealing way possible.
- ★ Display materials to help market the milk.
- ★ Actively hand the milk to children.
- ★ Direct a student to water if they don't want milk.
- ★ If a student asks why there is no chocolate milk, explain that it's bad for them and that fresh, white milk is much better for their health.

And remember – many kids across the nation already drink and love plain white milk. While this may not be marketed as well as the dairy industry's promotion of flavored milk, just go to any school across the country and you'll see children enjoying and drinking fresh, plain, white milk.

HEALTH AND NUTRITION

WHAT DOES THE RESEARCH SAY ABOUT SUGAR AND FLAVORED MILKS?

Sugary drinks are often called “liquid candy”, and are an easy way for children to consume large amounts of added sugar. The consumption of sugary drinks is the most tangible part of children’s diets that is most linked to weight gain (14) – several studies have shown that drinking these beverages is linked to obesity and increases the risk of chronic disease (15). Recent studies also show that the number of children with pre-diabetes and type-2 diabetes – a disease unheard of in children just two decades ago (Pub Med) – has increased dramatically, because of their diet and high consumption of sugar.

Flavored milk is a sugary drink, along with soda, sports drinks and many juice drinks, but the majority of these studies exclude flavored milk from their research. Very little has been done to directly investigate the effects of flavored milk on children’s health, while the few studies that have been conducted were sponsored by the dairy industry.

HOW MUCH SUGAR IS TOO MUCH?

Recommendations for sugar consumption vary depending on age, gender and physical activity. Health experts recommend that sugar should come from our daily “budget” of discretionary, or spare, calories. For example, girls between the ages of 9 and 13, who get less than 30 minutes of moderate to vigorous physical activity a day, only have 130 calories to spare (16). The American Heart Association recommends that no more than half of your discretionary calories come from added sugar (17) – in the example given above, these children would be allowed just 65 calories. One serving of flavored milk provides 64 calories of added sugar, which would equal a whole day’s allowance.

WHAT ABOUT USING CANE SUGAR OR NON-CALORIC NATURAL OR ARTIFICIAL SWEETENERS?

Replacing high-fructose corn syrup with another sugar, such as cane sugar, does not reduce the added sugar content. Cane sugar is similar in composition to high-fructose corn syrup (it’s 50% fructose), and neither is beneficial to children’s health when consumed in high quantities. Some processors are considering adding non-caloric sweeteners to milk, but adding any kind of sweetener teaches children that foods need to be sweeter or artificially flavored to be enjoyable, rather than encouraging them to appreciate the taste of whole, natural foods, such as plain milk. Furthermore, not enough research has been conducted to assure the safety of giving children alternative sweeteners on a regular, prolonged basis.

HEALTH IMPACTS AND NUTRITION

IF WE TAKE AWAY FLAVORED MILK, WILL CHILDREN GET LESS CALCIUM AND OTHER ESSENTIAL NUTRIENTS? ISN'T IT WORTH GIVING THEM THE EXTRA SUGAR TO MAKE SURE THEY GET SOME OF THESE?

A study sponsored by the Dairy Council reported that children who drink flavored milk consume more servings of milk per day (18). However, across the majority of age groups, those who drank flavored milk failed to demonstrate a significantly higher intake of calcium, or other nutrients such as phosphorus, magnesium, or potassium, in comparison to children who drank only plain milk. Other dairy products are a good source of nutrition and children can get calcium from leafy greens, soy, nuts, and beans, while exercise also contributes to good bone health. Children can easily get the calcium that they need through having a balanced diet of fresh, wholesome food, and do not need to rely on processed, flavored and artificially colored beverages. Giving children flavored milks on a daily basis does not teach them about real food, but rather teaches them that it is acceptable to coat food in sugar and artificial ingredients before we can expect them to eat or drink it. This is the first generation of children expected to die younger than their parents because of obesity and diet-related diseases. Although flavored milks are by no means the only problem, removing them from schools is a great step towards reducing the amount of added sugar and processed ingredients children consume everyday.

WHAT SHOULD YOUR SCHOOL BE OFFERING?

Elementary school

- ★ Bottled Water.
- ★ Up to 8oz servings of milk and 100% juice. These must be:
 - Fat-free or low-fat regular and flavored milk and nutritionally equivalent (as per USDA) milk alternatives with up to 150 calories per 8oz serving.
 - 100% juice with no added sweeteners and with up to 120 calories per 8oz serving. The juice must contain at least 10% of the recommended daily value for three or more vitamins and minerals.

Middle school

- ★ Bottled Water.
- ★ Up to 10oz servings of milk and 100% juice. These must be:
 - Fat-free or low-fat regular and flavored milk and nutritionally equivalent (as per USDA) milk alternatives with up to 150 calories per 10oz serving.
 - 100% juice with no added sweeteners and with up to 120 calories per 10oz serving. The juice must contain at least 10% of the recommended daily value for three or more vitamins and minerals.
- ★ As a practical matter, if middle school and high school students have shared access to areas on a common campus or in common buildings, then the school community has the option to adopt the high school standard.

High school

- ★ Bottled water
- ★ Zero or low-calorie beverages with up to 10 calories per 8oz serving.
- ★ Up to 12oz servings of milk, 100% juice, and certain other drinks. These must be:
 - Fat-free or low-fat regular and flavored milk and nutritionally equivalent (as per USDA) milk alternatives with up to 150 calories per 12oz serving.
 - 100% juice with no added sweeteners and with up to 120 calories per 12oz serving. The juice must contain at least 10% of the recommended daily value for three or more vitamins and minerals.
 - Other drinks must contain no more than 66 calories per 8oz serving.
- ★ At least 50% of non-milk beverages must be water and/or zero or low-calorie options.

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7 Foods to Eat



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Is Chocolate Milk Healthy for Kids?

By Sharon Tanenbaum

Serving chocolate milk in school cafeterias is once again under attack, but is it really that bad for kids? Nutrition expert Joy Bauer weighs in.



Chocolate milk: To drink or not to drink? That's the hot-button issue on the minds of school officials, parents, and nutrition experts across the country.

The debate over whether chocolate milk should be served in school cafeterias — and whether it's healthy — reared its head again when the Los Angeles Unified School District announced it would ban chocolate- and strawberry-flavored milk from its schools starting this summer. Superintendent John Deasy pushed for the ban with influence from celebrity chef and food activist Jamie Oliver, who

has said that flavored milk has as much sugar as a candy bar.

In April, *The Washington Post* reported that Fairfax County, Va., schools would reintroduce chocolate milk after they banned it (along with D.C. schools) last year. The new, reformulated chocolate milk is low-fat and contains less sugar than previous versions (and the sugar is from sugar cane or beets instead of the more processed high-fructose corn syrup).

But the chocolate milk controversy is bigger than just school policy. Chocolate milk is higher in sugar and calories than non-flavored milk, but some kids simply refuse to drink plain milk. (According to dairy industry data, milk consumption in 58 schools dropped by an average of 35 percent when flavored milk was removed or limited.)

So are kids better off consuming the extra sugar and calories in chocolate milk than not consuming any milk — a vital source of calcium, vitamin D, and other vital nutrients — at all?

Chocolate Milk vs. Regular Milk

All milk — flavored or not — is packed with nutrients. One cup of fortified low-fat milk contains around 100 calories and 13 grams of sugar (in the form of lactose, a sugar found naturally in milk) and about 300 milligrams of calcium (about 25 percent of kids' daily need) as well as vitamin D, vitamin A, B vitamins, and minerals like potassium and phosphorus. The same size serving

of typical low-fat chocolate milk contains about 160 calories and 25 grams of sugar (the increased amount comes from added sugar), with comparable levels of vitamins and minerals.

It may not seem like a huge difference, but over time that extra sugar and calories add up, especially when they're consumed daily at school and as part of an already too-sugary diet, explains Joy Bauer, RD, nutrition and health expert for the *Today* show and *Everyday Health*. A recent Emory University study found that added sugar accounts for 20 percent of teens' daily calories; those with the highest sugar intake had lower levels of "good" HDL cholesterol and higher levels of "bad" LDL cholesterol and triglycerides, and a higher risk of heart disease and diabetes later in life. Much of the teens' sugar intake came from sweetened beverages, the study authors said.

Should Kids Drink Chocolate Milk at All?

"I don't recommend that kids drink chocolate milk in schools," says Bauer, because the added sugar provides unnecessary extra calories when so many kids are already struggling with their weight and unhealthy eating.

Instead, Bauer says it's definitely best to encourage your kids to drink plain 1 percent or fat-free milk with their lunch at school. (Kids shouldn't drink whole milk after age 2, according to the American Academy of Pediatrics.) If your child will only drink flavored milk, Bauer says it's better to have them drink water with their school lunch and serve them chocolate milk with breakfast, a snack, or dinner at home (stick with one serving a day for flavored milk), where you can make your own healthier version.

"At home parents can control the kind of milk poured and the amount of chocolate syrup or sweetened cocoa stirred in," she says. Just mix two teaspoons of chocolate syrup or sweetened cocoa powder into fat-free milk, which only adds around 7 extra grams of sugar and 35 calories.

One thing most experts can agree on: Kids need to get enough calcium (800 milligrams a day for ages 4 to 8; 1,300 milligrams a day for ages 9 to 18; 800) and milk is often an important calcium contributor in most kids' diets. To reach those amounts, children need multiple servings of calcium-rich foods a day, including milk as well as low-fat yogurt, cheese, and leafy green vegetables like spinach and broccoli. If you're concerned about your child's calcium intake, ask your pediatrician about taking supplements.

Bottom line: Pre-mixed chocolate milk contains added sugar and calories that kids don't need, and it shouldn't be served in schools, says Bauer. If your child will only drink chocolate moo juice, serve it occasionally at home where you can whip up your own healthier version.

Learn more in the [Everyday Health Kids' Health Center](#).

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CHOCOLATE MILK: MORE HARMFUL THAN HEALTHFUL

By Jonathan Smith

Schools around the world serve chocolate milk—and kids love it. On a recent Australian newscast, investigative reporter Chloe Baker interviewed children about chocolate milk. “The only time I get chocolate milk is when I go to school only,” one youngster told Ms. Baker, as her friends nodded. In fact, many children only get to have chocolate milk at school—but they get to drink a lot of it there. Some children consume as many as 10 or even 15 cartons of chocolate milk in a week at school. Baker noted that “it’s an out-of-control problem.”

Chocolate milk has a sky-high sugar content. One tiny carton of chocolate milk has approximately 30 grams of sugar. That is more than a can of soda—and you wouldn’t see schools giving kids Coke. In fact, according to the Coca-Cola company, a mini-can, which contains 7.5 fluid ounces of soda, has only 25 grams of sugar. Thus, a small container of chocolate milk has approximately 20% more sugar than soda.

Jamie Oliver, a food lover and activist, has been leading a campaign against chocolate milk in schools. According to his website, “When kids drink chocolate and strawberry milk every day at school, they’re getting nearly two gallons of extra sugar each year. That’s really bad for their health.”

In an episode of his television show “Food Revolution,” Oliver filled a school bus with 57 tons of sand, representing the amount of sugar American children consume in one week just from drinking chocolate milk.

Ann Cooper, the head of nutrition services for the Boulder Valley School District in Louisville, Colorado, also champions the cause to ban chocolate milk from schools. “Chocolate milk is soda [dressed up],” stated the self-proclaimed Renegade Lunch Lady. “It works as a treat in homes, but it doesn’t belong in schools.”

Thanks to their relentless efforts, and highly publicized stunts, these champions of nutrition have caught the public’s eye. People are standing up and taking notice, especially as obesity remains a growing problem in the United States. John Deasy, the Superintendent of the Los Angeles Public Schools, announced that chocolate and strawberry milk would be banned from L.A.

schools. The Queensland Health Minister also stated that he would take the matter under advisement as they “pay attention to what Jamie Oliver does.”

So what should kids drink in school? Danielle Martin, Director of Jamie’s Ministry of Food, an organization started by Oliver in the UK, says, “Children need plain milk.” Plain milk also contains vitamins children need such as vitamin D.

Parents agree with Martin, stating that children would be more likely to choose plain milk over chocolate, if not given the choice.

SUGARY DRINKS CAN BE UNHEALTHY, BUT IS COW'S MILK UNHEALTHY, TOO?

By Mike Ochs

The debate continues as to whether chocolate milk should be served in school cafeterias. Many experts argue that kids shouldn't drink sugary beverages. But some say that kids probably shouldn't drink any cow's milk at all.

Cow's milk already has some sugar in it, about 12 grams of sugar. Flavored milk can contain up to 30 grams of sugar. These sugars have no nutritional value, says Rip Esselstyn, firefighter, triathlete and author of a dietary cookbook, *The Engine 2 Diet*.

"And because simple carbohydrates are digested so quickly," Esselstyn writes, "any excess sugar is converted into fat."

Not only can simple sugars contribute to obesity, Esselstyn says, but also too much of them can lead to other health problems, such diabetes.

Some cities have started to take action in limiting the amount of sugary drinks people can buy. In 2012, the New York City Board of Health approved a ban on the sale of large sugary drinks. The ban was the first of the kind in the United States.

New York City Mayor Michael Bloomberg was among those people who agreed with the ban. He thought the ban would help New Yorkers live healthier lives.

"This is the single biggest step any city, I think, has ever taken to curb obesity," Bloomberg said. "We believe it will help save lives."

Some experts go even further than just saying that sugary milk is bad for kids. They say that cow's milk itself—with or without sugary flavoring—is also unhealthy.

These experts say that milk is high in cholesterol and saturated fat. People for the Ethical Treatment of Animals, or PETA, argues that milk can have short and long term effects on health. In the short term, high levels of cholesterol and saturated fat can lead to obesity and diabetes, PETA says. But in the long term, cholesterol and saturated fat can lead to heart disease and cancer.

In 2009, the Physicians Committee for Responsible Medicine (PCRM) also

wrote about milk. "Milk's main selling point is calcium, and milk-drinking is touted for building strong bones in children," they wrote. "However, clinical research shows that dairy products have little or no benefit for bones."

Dr. Frank A. Oski, the former Director at the Department of Pediatrics at Johns Hopkins University, agrees. "The fact is: the drinking of cow milk has been linked to iron-deficiency anemia in infants and children," he says. "It has been named as the cause of cramps and diarrhea in much of the world's population, and the cause of multiple forms of allergy as well."

Anti-milk supporters say kids can get calcium from plenty of other foods. Esselstyn offers a whole list of calcium-rich foods to eat instead of drinking milk. He says that people can eat green leafy vegetables, nuts, oranges, kidney beans, lima beans, whole grains, lentils, raisins, broccoli, kale, celery, tofu and romaine lettuce, to name a few.

So what is the alternative to drinking cow's milk? Some say that low-fat milk substitutes, such as soymilk, are perfectly good. But there are plenty of other substitutes, such as almond milk and rice milk.

Dr. Oski, however, says that cow's milk is good for some. "Calves thrive on cow milk. Cow milk is for calves."

Resources

<http://milk.procon.org/view.answers.php?questionID=000803>

<http://milk.procon.org/view.answers.php?questionID=001317>

http://www.nytimes.com/2012/09/14/nyregion/health-board-approves-bloombergs-soda-ban.html?_r=0

Esselstyn, Rip. (2009). *The engine 2 diet: the Texas firefighter's 28-day save-your-life plan that lowers cholesterol and burns away the pounds*. New York, NY: Hatchett Book Group.