

# PROUDLY WISCONSIN

## -Milk Comparison-

Whether it is whole or fat-free, lactose-free, flavored or organic, cow's milk remains the gold standard of beverages for health, nutrition, and affordability.

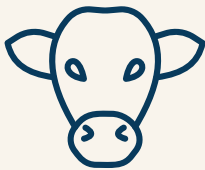
Cow's milk delivers an unwavering package of 13 essential nutrients in the American diet. It is the No. 1 source of these nutrients for children — including calcium, vitamin D, and potassium — that the 2015 Dietary Guidelines Advisory Committee found to be under consumed.

Comparing the ingredients of cow's milk to plant-based beverage alternatives, cow's milk is simply low-fat milk fortified with vitamins A and D. Calcium is found naturally in cow's milk. Plant-based alternatives rely heavily on several added ingredients and fortifications to produce the beverage and enhance overall nutritional value, some falling short on potassium.

In addition to being a top source of calcium and 13 essential nutrients, every 8-ounce serving of low-fat milk boasts 8 grams of high-quality protein. Cow's milk tastes great, and it is a very affordable way to consume natural nutrition important for good health. **Cow's milk - there is NO comparison.**



**FEWER INGREDIENTS**  
— AND —  
**GREATER NUTRITION**  
— AT A —  
**FRACTION OF THE COST**



Serving Size: 1 cup (8 oz.)	Low-Fat Dairy	Oat Based	Coconut Based	Almond Based	Soy Based
Calories	100	90	70	60	100
Total Fat	2.5g	1.5g	5g	2.5g	4.5g
Potassium	370mg	2mg	40mg	35mg	380mg
Total Carbs	12g	19g	7g	8g	9g
Protein	8g	2g	0g	1g	7g
Calcium	30% 305mg*	30% 390mg <sup>†</sup>	10% 450mg <sup>†</sup>	45% 450mg <sup>†</sup>	30% 450mg <sup>†</sup>
Vitamin D	30% 100 IU	20% 80 IU	30% 100 IU	25% 100 IU	30% 125 IU
Average Price	33¢	66¢	\$1.01	44¢	51¢
Ingredients	Low-Fat Milk, Vitamin A, and Vitamin D3	Oat Base (Water, Oats). Contains 2% or less: Low Erucic Acid Rapeseed Oil, Dipotassium Phosphate, Calcium Carbonate, Tricalcium Phosphate, Sea Salt, Dicalcium Phosphate, Riboflavin, Vitamin A, Vitamin D2, Vitamin B12	Coconut milk (Filtered Water, Coconut Cream), Cane Sugar, Vitamin and Mineral Blend (Calcium, Vitamin A, Vitamin B12, Vitamin D), Sea Salt, Sunflower Lecithin, Locust Bean Gum, Gellan Gum	Almond milk (Filtered Water, Almonds), Sugar, Vitamin and Mineral Blend, (Vitamin E, Vitamin A, Vitamin D), Sea Salt, Sunflower Lecithin, Locust Bean Gum, Gellan Gum	Soy milk (Filtered Water, Soybeans), Sugar, Vitamin and Mineral Blend, (Calcium, Vitamin A, Vitamin D, Riboflavin [B2], Vitamin B12), Sea Salt, Natural Flavor, Gellan Gum

\* all natural  
† because of additives  
IU = Individual Unit

Sources: 2024 Circana  
and 2019 MilkPEP

# PROUDLY WISCONSIN

## -13 Ways Milk Helps Your Body-

One serving of milk contains many of the daily essential nutrients your body needs, including:

25%

### CALCIUM

Helps build and maintain strong bones and teeth.

60%

### IODINE

Necessary for proper bone and brain development during pregnancy and infancy, and linked to cognitive function in childhood.

15%

### NIACIN

Helps the body turn food into energy.

20%

### PANTOTHENIC ACID

Helps use carbohydrates, fats, and protein for fuel.

20%

### PHOSPHORUS

Helps build and maintain strong bones and teeth and support tissue growth.

10%

### POTASSIUM

Helps maintain a healthy blood pressure, support heart health, regulate body fluid balance, and maintain normal muscle function.

16%

### PROTEIN

Helps provide sustained energy, build and maintain lean muscle, and maintain a healthy immune system.

30%

### RIBOFLAVIN

Helps use carbohydrates, fats, and protein for fuel.

10%

### SELENIUM

Helps maintain a healthy immune system, regulate metabolism, and protect healthy cells from damage.

20%

### VITAMIN A

Helps keep skin and eyes healthy, promote growth, and maintain a healthy immune system.

50%

### VITAMIN B12

Helps maintain healthy function of the immune, blood, and nervous systems as well as normal energy metabolism. Necessary for brain development during pregnancy and infancy and linked to childhood cognitive function.

15%

### VITAMIN D

Helps build and maintain strong bones and teeth, and maintain a healthy immune system.

16%

### ZINC

Helps maintain a healthy immune system, support normal growth and development, and maintain healthy skin.

Look for the Proudly Wisconsin Dairy badge on packaging in Wisconsin and nationwide. Learn more at

[wisconsindairy.org](http://wisconsindairy.org)

