

TIME TO **milk it!**

WHY MILK?

Because it's important for kids to fuel their bodies with proper nutrition, and real dairy milk has nutrients kids need. In fact, one out of two kids, ages 9 and up, aren't getting enough calcium, vitamin D and potassium – essential nutrients they need to grow strong – and dairy milk is the top food source of these nutrients in the diet.^{i, ii}

REAL MILK gives kids other essential nutrients, too. Each 8-ounce glass provides:

- **Calcium, Vitamin D and Phosphorus** to help build strong bones

1 cup of milk has as much calcium as 10 cups of raw spinach!



- **Potassium** for regulating the balance of fluids in your body

1 cup of milk has as much potassium as **ONE** small banana!



- **Protein** to help build muscle

Milk offers some of the highest-quality protein available.ⁱⁱⁱ



- **B vitamins** (Riboflavin, B-12 and Niacin) for energy

- **Vitamin A** for a healthy immune system



DID YOU KNOW?

Flavored milk, like chocolate milk, counts as a serving of dairy, and has the same **9 essential nutrients** as white milk.

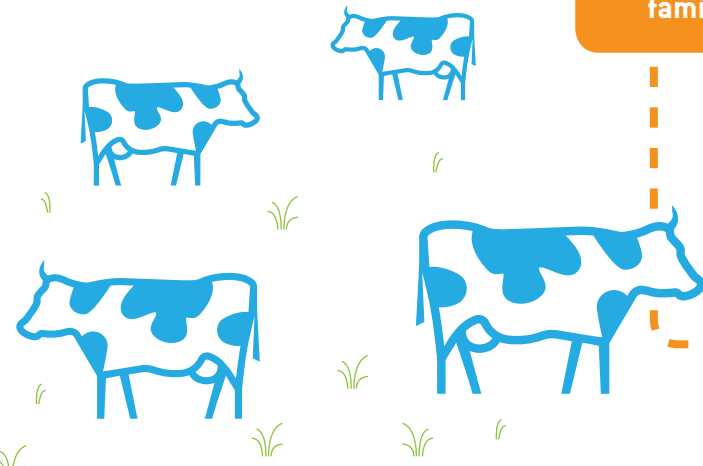
TIME TO **milk** it!

FROM (LOCAL) FARM TO GLASS.

Farms have become more efficient and sustainable with each generation, improving on ways to take care of their cows and the land, all in an effort to deliver the highest quality dairy foods to you.



There are more than **40,000** dairy farms in the United States, and **97 percent** are family-owned and operated.



On average, cows can produce **6-7 gallons** of milk per day, which is about **2,100 – 2,500 gallons** per year.

Cows eat a variety of foods that humans cannot utilize or digest – like **wheat straw and oat hay** – making them the ultimate recyclers!



In fact, it contains just **THREE** ingredients: **milk, vitamin A, & vitamin D**



Milk is minimally processed, and a **remarkably simple** and wholesome beverage.

The fact is, it's hard for kids to get enough nutrients they need without real milk in their diet.^{iv} Whether they're taking the field or hitting the books, drinking milk with meals and snacks is an easy way to help kids get nutrients they need to be their best every day.

U.S. Department of Agriculture and U.S. Department of Health and Human Services. Scientific Report of the 2015 Dietary Guidelines Advisory Committee. Appendix E-2.1. First Print, 2015.

*Fulgoni VL, Keast DR, Quann EE, Auestad N. Food sources of calcium, phosphorus, vitamin D, and potassium in the U.S. The FASEB Journal. 2010;24:325.1.

**Mathal K, Liu Y, Stein H. Values for digestible indispensable amino acid scores (DIAAS) for some dairy and plant proteins may better describe protein quality than values calculated using the concept for protein digestibility-corrected amino acid scores (PDCAAS). British Journal of Nutrition. 2017;64:799-805.

**Gao X, Wilde PE, Lichtenstein AH, Tucker KL. Meeting adequate intake for dietary calcium without dairy foods in adolescents ages 9 to 18 years (National Health and Nutrition Examination Survey 2001-2002). Journal of the American Dietetic Association. 2006;106:631-639.