

The Benefits of Milk

Milk is a nutrient-rich food that provides **calcium, protein** and **Vitamin D**. Protein provides energy, and calcium and Vitamin D help build strong bones.



With 8 grams of protein per 8-oz. serving, milk as part of a balanced breakfast, helps give kids the energy they need.



Milk provides nine essential nutrients, including Calcium, Potassium, Phosphorus, Protein, Vitamins A, D, B12, Riboflavin and Niacin.



Many children are not receiving the recommended number of servings of milk – a healthy, low-fat dairy choice.¹

Research shows that if children do not start out drinking milk, they are not likely to begin drinking it as they get older – so establishing good food habits early in life is key.²

Flavored milk such as NESTLÉ[®] NESQUIK[®] may help kids increase dairy intake and get their full servings of dairy each day.

1. <http://health.gov/dietaryguidelines/dga2010/dietaryguidelines2010.pdf>

2. http://www.nationaldairycouncil.org/SiteCollectionDocuments/education_materials/flavored_milk/DCD11-4w.pdf

What's The Right Amount of Milk?



Kids ages 4 – 12

Kids need 2 to 3 cups of dairy a day.³



Teens and Adults

Teens need 3 cups of dairy a day, depending on activity levels and age.⁴

Two-thirds of teens are not getting enough calcium.⁵ Drinking milk can add the calcium they need daily.



- Encourage low-fat and fat-free milk, or if non-dairy product is desired, use calcium-fortified soy, almond or rice milk.
- Flavored milk is a way for kids to enjoy milk, but also adds extra calories
- Consider limiting weekly intake to three to five 1-cup (8-fluid ounces) servings.

3. <http://health.gov/dietaryguidelines/dga2010/dietaryguidelines2010.pdf>

4. <http://health.gov/dietaryguidelines/dga2010/dietaryguidelines2010.pdf>

5. http://oakbrooksc.com/docs/stager_chocmilk_study.pdf

Achieving Energy Balance

Teach children about the benefits of exercise and a balanced lifestyle. Encourage a variety of daily activities that let them have fun while getting some valuable exercise.



The Benefits of Physical Activity for Children



Physical activity is an essential part of a healthy lifestyle. Combined with a healthy diet, exercise helps maintain healthy weight, builds lean muscle, reduces fat, promotes strong bones, muscle and joint development, and decreases the risk of obesity.⁶



Many kids just aren't getting the activity they need. In fact, only one-third of high school students are as active as they should be.⁶

Did you know?

- Children need 60 minutes of play every day – with moderate to vigorous activity – to grow and maintain a healthy weight.⁶
- Eight to 18-year-olds spend an average of 7.5 hours a day using entertainment media, including TV, computers, video games, cell phones and movies.⁷

6. <http://www.cdc.gov/physicalactivity/everyone/guidelines/children.html>

7. <http://www.letsmove.gov/get-active>



Exercise Recovery for Children

Children engaged in rigorous activities such as sports need meals and snacks that provide protein and carbohydrates. Protein helps maintain healthy muscles, and carbohydrates provide energy to keep kids going.

Milk is a better choice than sports drinks!

- Research on adults suggests that low-fat chocolate milk, like NESTLE® NESQUIK®, contains a 3:1 ratio of carbohydrates, proteins and electrolytes to help refuel and restore exhausted muscles.^{8,9}
- Sports drinks often contain large amounts of sugar and can contribute to childhood obesity.
- The calcium and vitamin D in milk also helps build strong bones.



8. <http://www.indiana.edu/~rcapub/v29n1/milk.shtml>

9. <http://www.ncbi.nlm.nih.gov/pubmed/16676705#>