

National Hot Cocoa Day is coming!

Warm up on a chilly December day!

Serve warm chocolate milk in your schools to celebrate!



Offer students heated
Chocolate Milk
at breakfast OR lunch.



Celebrate all month long!

A frosty December day is the perfect time to give your students a nutritious, chocolatey warm-up. So every year on December 13th, celebrate this favorite cold weather nutritious beverage. Share the joy with your students, and why not extend the fun throughout the month.

Any day is a good day for a cup of warm chocolate milk!



Encourage school nutrition staff to find fun and engaging ways to deliver the warm chocolate milk, and to use this special day to spread the word about the importance of good nutrition with dairy.



For more valuable resources related to this event,
explore the links below!



Chocolate Milk Video

THE BEST MILK FOR THEM IS THE ONE THEY WILL DRINK

GET THE FACTS ABOUT CHOCOLATE MILK

GIVE! KIDS A CHOICE!

Removing Chocolate Milk has a Negative Impact on Nutrition!

A study at 11 Oregon elementary schools that removed chocolate milk:

7% dropped below school standards

Kids took 10% less milk overall

They wanted 29% more whole milk

FoodFactsLab

Flavored Milk Infographic

5 REASONS FLAVORED MILK MATTERS!

1. BIG NUTRIENTS! BIG BENEFITS!
The American Academy of Pediatrics and the 2015 Dietary Guidelines encourage the purchase of flavored milk in schools. They acknowledge that the prevalence of overweight and obese children, such as low-fat flavored milk, can be enhanced by a small amount of added sugar when the milk is not sweet.

2. NINE ESSENTIAL NUTRIENTS!
Low-fat flavored milk contains the same nine essential nutrients as white milk, including calcium and vitamin D—nutrients of concern that many kids don't get enough of.

3. MORE CONSUMPTION, LESS WASTE!
A 2017 memo from USDA Food and Nutrition Services outlined the issue position for the 2017-18 school year, stating the hope that more availability of flavored milk will increase fluid milk consumption and will overall participation in SchoolMilk Programs.

4. MORE MEAL FLEXIBILITY!
The same USDA FNS memo described above went on to state that "schools need the flexibility to offer additional milk options to ensure children receive the nutrients provided by milk."

5. KIDS LOVE THE TASTE!
Milk provides nutrients essential for good health and kids still love milk. In general, kids love the taste and choice helps boost kids' overall intake of nutrients.

GET THE FACTS ABOUT CHOCOLATE MILK

Adding chocolate to milk doesn't change its nine essential nutrients!

Students' food choices should be both nutritious and appealing. Recent changes in nutritional guidelines allow schools greater flexibility in meeting nutrition requirements for their meal programs. Low-fat, flavored milk can now be included through the National School Lunch Program, School Breakfast Program and Smart Snacks!

All milk, including low-fat flavored milk, contains nutrients which are important for growth and physical development. Consumption of milk and dairy is linked to improved bone health, especially in children and adolescents. Low-fat flavored milk can be a valuable and popular way to address this need.

Contact American Dairy Association North East to learn more: americandairy.com

AMERICAN DAIRY ASSOCIATION

Chocolate Milk Facts



Milk Your Mind

Fueling up with low-fat and fat-free dairy foods can provide some pretty valuable health benefits. For instance, those who keep their bodies fueled up with these delicious foods keep their bones strong. This is good for those of you who don't want to make that old man sound (groan!) whenever you get out of a chair. So, it's cool to drink other beverages once in awhile, but low-fat and fat-free milk and all their powerful nutrients — such as calcium, vitamin D, potassium and protein — will prove to be one of the best food choices you make throughout your life.

Now, see how much you know about dairy. True or False:

1. Farmers can milk over 100 cows per hour.
2. Proteins are people who are "for the advancement of teenagers."
3. Your muscles love riboflavin. It helps convert food into energy.
4. When fortified, a glass of milk provides an excellent amount of Vitamin D.
5. Milk is homogenized (huh-moi-uh-nah-yed) to destroy certain microorganisms without radically altering the quality or taste.
6. Asking for "more cheese, please!" has been known to help keep your teeth healthy.
7. Your hair and skin really love Vitamin B-12.

Milk Your Mind

