Some Additional Resources for Research-Based Argument Essay

http://www.youtube.com/watch?v=eQ4wGDI56Zg
Sugar Overload: clip from Australian news discussing how Jamie Oliver has convinced LA schools to ban chocolate milk. Citizens in Australia are interviewed about their feelings.

http://www.youtube.com/watch?v=Mo3qsx05974
Flavored Milk: Tasty Nutrition: video clip showing a nurse for the Mid-West Dairy organization explaining the benefits of chocolate milk.

Schools May Ban Chocolate Milk Over Added Sugar by Christina Hoag. ABC news. http://abcnews.go.com/US/wireStory?id=13559159 (Adapted version is also on the website for staff developers) Describes the debate and provides points from each side.

Jamie Oliver’s Food Revolution. Flavored milk versus white milk: What’s the difference? Q&A with Dr. Sarah Jane Schwarzenberg, co-chair of MN-AAP’s pediatric obesity taskforce http://mnaap.org/pdf/1108chocolatemilk.pdf

http://www.nationaldairycouncil.org/SiteCollectionDocuments/child_nutrition/health_kit/FinalFlavoredMilkAdvertorial110909.pdf
Ad by the National Dairy Council showing benefits of chocolate milk

Information about the health benefits of chocolate milk from Trumoo (a company that sells chocolate milk: http://www.trumoo.com/nutrition/benefits/

http://www.youtube.com/watch?v=ZsUE57vea0
Moo TV: a video made by grade 4 students to campaign against chocolate milk. They were inspired by a video clip their teacher showed them (Jamie Oliver’s show).

http://www.whymilk.com/studies_print.php?study=milk_consumption_in_schools_dropped
study about students drinking less milk when only regular milk is offered. Study is funded, in part, by Milk Processor Education Program. (The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk processors, who are committed to increasing fluid milk consumption.) (Adapted Version is included at the end of document.)

http://www.youtube.com/watch?v=t1XGy45F210
Raise your Hand for Chocolate Milk: video clip showing a dietician who works for a Dairy organization explaining the benefits of chocolate milk.

http://www.youtube.com/watch?v=RjKFluusW-Xc&feature=related
Raise your Hand for Chocolate Milk: celebrities and authors of books on health discuss why they are pro-chocolate milk.
A New Study Shows that Kids Drink Less Milk in Schools When Chocolate Milk Is Not Served

(Adapted)

Kids drinking less milk means they are losing out on nutrients.
(07/2010)

Researchers have found that when chocolate milk is not served in schools, many kids drink less milk. They do not drink regular milk. Instead they drink no milk at all. This means they are losing out on important nutrients.

For three months, researchers studied how much milk kids drank in schools when chocolate and flavored milks were not served. They investigated kids’ milk drinking in seven school districts across the country. These districts had decided to stop serving chocolate and flavored milks or only serve flavored milks on some days. Researchers went to the 58 schools and measured how much milk kids drank and how much milk they threw away.

In each school, researchers found the same result. They found that when lowfat flavored milks were not served, many children did not drink any milk at all. Kids missed out on getting all of the nutrients that milk provides. On days that only white milk was served, the amount of milk that kids drank dropped 35%. In some schools, the amount of milk that kids drank dropped by 50%!

"When flavored milk was not an option, many children wouldn't take the white milk or if they did, they frequently threw it away," said Linda Stoll, MPH, executive director of food services at Jeffco Public Schools in Jefferson County, Colo., which participated in the study. "It was tragic to see all the nutrients go down the drain."

The researchers estimate that kids drinking less milk means they are losing out on many nutrients—including calcium, vitamins A and D, potassium, magnesium and protein. The researchers also concluded that in order for kids to get those lost nutrients back, they would have to eat more food. Kids would have to eat four different foods to match the nutrients milk gives them. They would be eating more calories and fat and the food would cost more money.

Nutrients Down the Drain

Schools that are thinking about not serving chocolate milk need to realize that they face a big problem. It’s not easy to replace all the nutrients kids will lose.

"Milk ranks among the top sources of calcium, vitamin D, protein, potassium, magnesium, phosphorus and vitamin A," said Rachel K. Johnson, PhD, RD, a professor of nutrition at the University of Vermont."Schools would need to re-plan their menus to ensure they deliver the important nutrients that are lost."
"It seems clear to me that there are far better ways to trim calories and added sugars from the menu than removing chocolate milk, which makes so many positive contributions to children's diets," Stoll said. "Chocolate milk is just as nutrient-rich as white milk, and if it helps children drink more milk, then that's a positive strategy."

Nearly 70 percent of the milk children choose to drink in school is flavored, which offers the same nine essential nutrients as white milk. The majority of milk offered in schools, both white and flavored, is lowfat or fat-free.

**A Nutrient-Rich Option**

The nation's leading health and nutrition organizations and the Dietary Guidelines for Americans recognize that all milk, including flavored milk, is helping kids get important nutrients. In addition, they say the small amount of added sugars in flavored milk is worth it if kids are getting so many nutrients.

Stoll says you can’t compare the sugar in chocolate milk to the sugar in soda. Milk is full of nutrients while soda has no health benefits. Additionally, other researchers have done studies and found that kids who drink flavored milk drink more milk! These milk drinkers have better quality diets, do not have higher intakes of sugar, fat or calories, and are more likely to be at a healthy weight compared to kids who drink little or no milk.

"I think it comes down to the importance of offering a choice," Stoll said. "We have a lot of kids - and the study showed it - who won't drink white milk. If chocolate or flavored milk is what they want, to me, that is far preferable to no milk. It is an inexpensive way to provide essential nutrients they may not be getting elsewhere."

### About the In-School Study

This study was conducted by the Prime Consulting Group. It was paid for by the Milk Processor Education Program. Conducted by Prime Consulting Group and funded by the Milk Processor Education Program.

### About the Milk Processor Education Program

The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk processors, who are committed to increasing fluid milk consumption. The National Fluid Milk Processor Promotion Board, through MilkPEP, runs the National Milk Mustache "got milk?®" Campaign to educate people about the health benefits of milk. For more information, go to [www.whymilk.com](http://www.whymilk.com).