

New research supports flavored milk as nutritious

A new scientific statement from the American Heart Association advocates that flavored milk is just as nutritious as white milk.

The study showed that when sugars are added to otherwise nutrient-rich foods, such as sugar-sweetened dairy foods including flavored milk and yogurts, the quality of children's and adolescents' diets improved.

Soft drinks, sugar and sweets are more likely to have a negative impact on diet quality, whereas dairy foods and milk drinks, have a positive impact.

SUDIA is reaching out to health professionals and school leaders to share this educational information.

To read the entire study please visit www.americanheart.com.

Expanding Breakfast improves nutrition, increases milk sales

Mom always said that breakfast is the most important meal of the day—especially a breakfast that includes milk.

School food service directors in the Southeast have discovered that partnering with SUDIA to improve their school breakfast options is resulting in an increase in milk sales and meal participation as well as improving classroom discipline.

“From the pilot year through the first two years of the Expanding Breakfast program, meal participation increased over 38 percent,” said Marci Lexa, director of nutrition programs for Henry County Public Schools in Virginia.

SUDIA has seen a twelve-fold increase in school participation in

expanded breakfast programs over the past six years. For every breakfast sold, a milk is offered.

In 2003, when the initiative started, SUDIA had 50 schools participating. Today, over 641 schools are involved.

“By providing options in the morning through breakfast in the classroom, a la carte options and grab-go, students are more likely to eat breakfast and drink milk,” said SUDIA staff person Jill Henderson.

This year SUDIA has presented over 25 grants to schools and aims to award 20 more. Grants are used

for items to support the program including equipment and point of sale items.

For more information on this program, contact Molly Szymanski at 1-800-343-4693 or mszymanski@sedairy.org.



World School Milk Day reaches students, promotes dairy foods, dairy farmers

In September there was “moovement” around the world to celebrate World School Milk Day (WSMD).

Events varied across the Southeast, but schools that participated celebrated dairy farmers who provide nutritious milk for students to drink every day.

Staff and producers passed out stickers, T-shirts and other promotional items. In some schools students participated in milk mustache photos and art and essay contests. Farmers passed out milk and answered questions about dairy farming and dairy foods.



Larry Martin talks to students about dairy farming during World School Milk Day in Tylertown, Miss.

“It was a great opportunity to get the children excited about milk in schools and answer questions from students and teachers,” said Clifford Loflin, North Carolina farmer.

Over 40 countries celebrate WSMD. It was first celebrated in 2000 and has since become an annual event with a growing number of countries participating each year.

“This event was a lot of fun and really exciting for the students,” said Mickela Mitchell, SUDIA staff person in South Carolina. “We enjoyed educating the students on the benefits of milk and

honoring the farmers who work hard to make it for us every day.”