

NUTRITION NEWS & NOTES

New Data Shows Troubling Trends In Teen Nutrition

(NAPSA)—With their growing bodies and active lifestyles, today's teenagers face a critical time in their lives for good nutrition. Bombarded by messages to “dew it” and be a part of the “real thing,” a new study shows that teens are increasing their consumption of nutrient-void sodas, while turning their backs on power-packed beverages like milk.

According to the Share of Intake Panel (SIP), a study of the beverage consumption habits of 12,000 people, teenagers age 13-17 consume 124 percent more soda than do kids ages 6-12. At the same time, their consumption of milk drops 20 percent. This slippery slope of poor nutritional habits is especially troubling because once teens begin to turn away from milk, the trend continues throughout adult life.

Despite the problem, committed mothers throughout the country are working hard to make sure good nutrition, including four glasses a day of milk, remains a key part of their families' daily habits.

Missing Out On Milk

By missing out on proper nutrition and the nine essential nutrients found in milk, teens are losing essential vitamins and minerals needed for physical growth. In fact, nearly half of all bone mass and 15 percent of adult height is formed



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during the teen years. This is why it is essential that teens drink at least four glasses of milk a day to get the bone-building calcium their bodies need.

“Rather than grabbing milk, teens are reaching for nutrient-void soft drinks to satisfy their thirst,” says nutritionist Heidi Skolnik MS, CDN, FACSM, who has worked with the New York Mets and New York Giants. “Active teens need protein, carbohydrates, potassium and calcium—all of

which are found in milk—to keep them on top of their game. Plus, milk is 90 percent water to help keep teens hydrated—on and off the field.”

Today's Milk— Convenient and Delicious

The dairy industry has developed new products to better equip moms and help promote good nutrition. Milk's new single-serve packaging allows on-the-go teens an easy way to fuel up with milk, keeping them in the game and off the sidelines. In addition, milk processors have made milk a drink that teens crave by producing a wide range of delicious flavors including strawberry, banana, orange-cream, chocolate and vanilla, to name a few.

“With milk's assortment of new flavors and sizes, moms will have an easier time ensuring their kids get the nutrients they need from milk each day,” says Kurt Graetzer, CEO of the Milk Processor Education Program.

The got milk? (Milk Mustache) marketing campaign is jointly funded by the nation's fluid milk processors and America's dairy farmers. The multi-faceted campaign was initiated to educate consumers and correct misconceptions about milk. A series of educational brochures for consumers are available by visiting the milk Web site at www.whymilk.com.