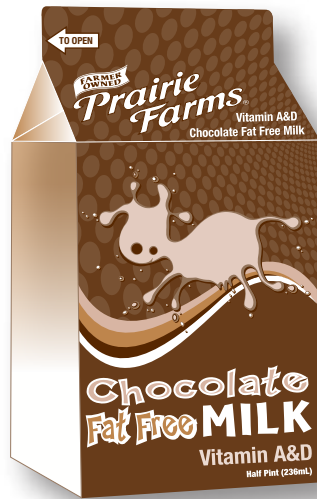


**Chocolate Fat Free Milk**  
 UPC# 0-72730-26627-8 Product# 6926



GRADE A • PASTEURIZED • HOMOGENIZED

Nutrition Facts	Amount/Serving %DV*		Amount/Serving %DV*	
	Total Fat 0g	0%	Total Carb 24g	8%
	Sat Fat 0g	0%	Fiber 0g	0%
	Trans Fat 0g		Sugars 22g	
	Cholest 5mg	2%	Protein 8g	16%
	Sodium 180mg	8%		
	Vitamin A 10%		Vitamin C 2%	
	Calcium 30%		Iron 0%	Vitamin D 25%

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: FAT FREE MILK, SUGAR, CORNSTARCH, COCOA (PROCESSED WITH ALKALI), SALT, CARRAGEENAN, NATURAL AND ARTIFICIAL FLAVORS, VITAMIN A PALMITATE AND VITAMIN D3.

**Strawberry Fat Free Milk**  
 UPC# 0-72730-26626-1 Product# 17025



GRADE A • PASTEURIZED • HOMOGENIZED

Nutrition Facts	Amount/Serving %DV*		Amount/Serving %DV*	
	Total Fat 0g	0%	Total Carb 22g	7%
	Sat Fat 0g	0%	Fiber 0g	0%
	Trans Fat 0g		Sugars 22g	
	Cholest 0mg	0%	Protein 8g	16%
	Sodium 120mg	5%		
	Vitamin A 10%		Vitamin C 2%	
	Calcium 30%		Iron 0%	Vitamin D 25%

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: FAT FREE MILK, SUGAR, NATURAL AND ARTIFICIAL FLAVOR AND COLOR, (RED #40, BLUE #1, AND BEET JUICE COLOR), VITAMIN A PALMITATE AND VITAMIN D3.

**Vanilla Fat Free Milk**  
 UPC# 0-72730-26630-8 Product# 22217



GRADE A • PASTEURIZED • HOMOGENIZED

Nutrition Facts	Amount/Serving %DV*		Amount/Serving %DV*	
	Total Fat 0g	0%	Total Carb 22g	7%
	Sat Fat 0g	0%	Fiber 0g	0%
	Trans Fat 0g		Sugars 22g	
	Cholest 0mg	0%	Protein 8g	16%
	Sodium 170mg	7%		
	Vitamin A 10%		Vitamin C 2%	
	Calcium 30%		Iron 0%	Vitamin D 25%

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: FAT FREE MILK, SUGAR, VANILLA BASE (CORNSTARCH, SALT, MALTODEXTRIN, CARRAGEENAN, NATURAL AND ARTIFICIAL FLAVOR), VITAMIN A PALMITATE AND VITAMIN D3.

**Cookies & Cream Fat Free Milk**  
 UPC# 0-72730-26632-2 Product# 22295



GRADE A • PASTEURIZED • HOMOGENIZED

Nutrition Facts	Amount/Serving %DV*		Amount/Serving %DV*	
	Total Fat 0g	0%	Total Carb 23g	8%
	Sat Fat 0g	0%	Fiber 0g	0%
	Trans Fat 0g		Sugars 22g	
	Cholest 5mg	1%	Protein 8g	16%
	Sodium 200mg	8%		
	Vitamin A 10%		Vitamin C 2%	
	Calcium 30%		Iron 0%	Vitamin D 25%

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: FAT FREE MILK, SUGAR, COCOA (PROCESSED WITH ALKALI), CORN STARCH, SALT, NATURAL AND ARTIFICIAL FLAVOR, COCOA, CARRAGEENAN, GUAR GUM, VITAMIN A PALMITATE, VITAMIN D3.

**Fat Free Milk**  
 UPC# 0-72730-23608-0 Product# 5404



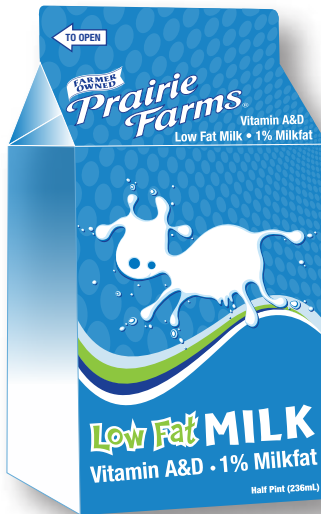
GRADE A • PASTEURIZED • HOMOGENIZED

Nutrition Facts	Amount/Serving %DV*		Amount/Serving %DV*	
	Total Fat 0g	0%	Total Carb 11g	4%
	Sat Fat 0g	0%	Fiber 0g	0%
	Trans Fat 0g		Sugars 11g	
	Cholest 5mg	2%	Protein 8g	16%
	Sodium 120mg	5%		
	Vitamin A 10%		Vitamin C 2%	
	Calcium 30%		Iron 0%	Vitamin D 25%

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: GRADE A FAT FREE MILK, VITAMIN A PALMITATE AND VITAMIN D3.

**Lowfat Milk**  
 UPC# 0-72730-23602-8 Product# 13871



GRADE A • PASTEURIZED • HOMOGENIZED

Nutrition Facts	Amount/Serving %DV*		Amount/Serving %DV*	
	Total Fat 2.5g	4%	Total Carb 11g	4%
	Sat Fat 1.5g	8%	Fiber 0g	0%
	Trans Fat 0g		Sugars 11g	
	Cholest 15mg	5%	Protein 8g	16%
	Sodium 120mg	5%		
	Vitamin A 10%		Vitamin C 2%	
	Calcium 30%		Iron 0%	Vitamin D 25%

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: GRADE A LOWFAT MILK, VITAMIN A PALMITATE AND VITAMIN D3.



## Flavored Milk Report Card

New Fat Free Formulation

A+

New Carton Design

A+

Locally Sourced

A+

Excellent Source of Protein

A+

Excellent Source of Calcium

A+

Excellent Source of Vitamin D

A+

Good Nutrition and Good Fun

A+

Kid Tested and Approved

A+

Comments: Flavored milk excels in all areas!



For more information, contact: Rebecca Leinenbach (314) 513-3580  
 rleinenbach@prairiefarms.com PRAIRIE FARMS DAIRY, INC.





### Our New Flavored Milk Formulations have...

- No High Fructose Corn Syrup
- No Artificial Sweeteners
- No Artificial Growth Hormones
- Less Added Sugar\*
- Fewer Calories\*
- 0% Fat\*

\* Compared to lowfat flavored milk

### Why Choose Prairie Farms Dairy?

- We are owned by 820 farm families who work hard everyday to provide the most nutritious, high quality and delicious dairy products available in the marketplace.
- Our farm families have a longstanding commitment to environmental stewardship; they are dedicated to caring for the land, their animals and being good to community members and neighbors.
- Demand for locally produced foods is strong; most of our milk is transported 100 miles or less from farm to school.

Farm *fresh* quality...  
from our family to yours



### 9 Essential Nutrients:



- 1 Calcium
- 2 Vitamin D
- 3 Riboflavin
- 4 Phosphorus
- 5 Protein
- 6 Potassium
- 7 Vitamin A
- 8 Vitamin B12
- 9 Niacin

### Why Keep Flavored Milk in School?

When flavored milk leaves, so do nutrients...

Data shows that students choose flavored milk 70% of the time, yet some schools are eliminating these choices.

\*A recent study reveals that when schools removed or limited flavored milk, consumption dropped by an average of 35%. This drop in consumption equates to a substantial loss in nutrients that can't be replaced by a single beverage.

The results indicate that replacing milk's essential nutrients would require 3-4 different food items to match the nutrient contribution of milk- yet these foods would add back more calories and fat.

\* 2009 Study: "The Impact on Student Milk Consumption and Nutrient Intakes from Eliminating Flavored Milk in Schools".



### Moms Tell Us...

"With all the nutrients of white milk and about a 50 calorie difference, flavored milk is a choice my kids love and also gives them the nutrition they need. I have no problem with my kids making that choice and I don't want someone else taking that option away from them".

"Fat free flavored milk lets my kids have a treat that's actually healthy for them because it's wholesome and contains the same nine essential nutrients as white milk. I feel good giving them something that they enjoy and I feel better knowing it's also good for them".

got milk?<sup>®</sup>

### How They Compare:

	Lowfat Chocolate Milk	Fat Free Chocolate Milk	Fat Free White Milk
Calories	170	130	80
Total Fat	2.5	0	0
Saturated Fat	1.5	0	0
Total Sugars	27	22	11
Added Sugars	16	11	0

### Top 5 Reasons Flavored Milk Matters

1. Kids Love The Taste
2. 9 Essential Nutrients
3. Helps Kids Achieve 3 Servings A Day\*
4. Better Diet Quality
5. Top Choice in Schools

\* 3 daily servings of milk is recommended by the Dietary Guidelines for Americans

