

# Cow's milk CONTAINS 9 ESSENTIAL NUTRIENTS

## Calcium

Helps build and maintain strong bones and teeth and reduce the risk of stress fractures and osteoporosis later in life. It also plays a role in promoting normal blood pressure.

## Potassium

Helps regulate the balance of fluids in the body and maintain normal blood pressure.

## Vitamin A

Important for good vision, healthy skin, and a healthy immune system.

## Niacin

Converts nutrients into energy to help the body's enzymes function normally.

## Protein

Helps build and maintain lean muscle. Contains all the essential amino acids (the building blocks of protein).

## Vitamin D

Helps absorb calcium for healthy bones.

## Phosphorus

Works with calcium and vitamin D to help keep bones strong.

## Vitamin B12

Helps build red blood cells and helps maintain the central nervous system.

## Riboflavin

Helps convert food into energy. Plays a vital role in the development of the central nervous system.

# NOT ALL MILKS ARE CREATED EQUAL

Cow's milk is a unique package of essential nutrients. **But what about plant-based milk substitutes?**

With more choices in the dairy aisle than ever before, savvy consumers are encouraged to make informed choices by reading the nutrition labels.

Let's take a closer look at how these beverages stack up.



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# MILK VS. MILK SUBSTITUTES

Not all milks are created equal... read the label and compare!

Here are some tips for using the Nutrition Facts label as a tool.

Check calories per 1 cup (8 oz) serving size.

Total fat can vary within each category.

Total carbohydrates include natural and added sugars.

Milk is a great protein source — 8 grams or more!

Naturally-occurring calcium is easily absorbed by our bodies.

Most plant-based milk alternatives are fortified to try to match milk's unique nutrient package.

Don't forget cost! What's the average price per serving?



**FAT-FREE MILK**

90 Calories



**LACTOSE-FREE (FAT-FREE) MILK**

90 Calories



**SOY DRINK**

110 Calories



**ALMOND DRINK**

60 Calories



**COCONUT DRINK**

70 Calories



**RICE DRINK**

120 Calories

**Fat**

0 g  
0% DV\*

0 g  
0% DV

4.5 g  
7% DV

2.5 g  
4% DV

4.5 g  
7% DV

2.5 g  
4% DV

**Carbs**

13 g  
4% DV

13 g  
4% DV

9 g  
3% DV

8 g  
3% DV

8 g  
3% DV

23 g  
8% DV

**Protein**

9 g  
18% DV

8 g  
16% DV

8 g  
16% DV

1 g  
2% DV

0 g  
0% DV

1 g  
2% DV

**Calcium**

naturally present  
30% DV

naturally present  
30% DV

added  
45% DV

added  
45% DV

added  
10% DV

added  
30% DV

**Ingredients**

FAT FREE MILK, VITAMIN A PALMITATE, VITAMIN D3

FAT FREE MILK, VITAMIN A PALMITATE, VITAMIN D3, LACTASE ENZYME

SOYMILK (FILTERED WATER, WHOLE SOYBEANS), CANE SUGAR, SEA SALT, CARRAGEENAN, NATURAL FLAVOR, TRICALCIUM PHOSPHATE, CALCIUM CARBONATE, VITAMIN A PALMITATE, VITAMIN D2, RIBOFLAVIN (B2), VITAMIN B12

ALMOND MILK (FILTERED WATER, ALMONDS), EVAPORATED CANE JUICE, CALCIUM CARBONATE, SEA SALT, POTASSIUM CITRATE, CARRAGEENAN, SUNFLOWER LECITHIN, VITAMIN A PALMITATE, VITAMIN D2, D-ALPHA-TOCOPHEROL (NATURAL VITAMIN E)

ORGANIC COCONUT MILK (WATER, ORGANIC COCONUT CREAM), ORGANIC DRIED CANE SYRUP, CALCIUM PHOSPHATE, MAGNESIUM PHOSPHATE, CARRAGEENAN, GUAR GUM, VITAMIN A PALMITATE, VITAMIN D-2, L-SELENOMETHIONINE (SELENIUM), ZINC OXIDE, FOLIC ACID, VITAMIN B12

FILTERED WATER, BROWN RICE (PARTIALLY MILLED), EXPELLER PRESSED HIGH OLEIC SAFFLOWER AND/OR SUNFLOWER OIL AND/OR CANOLA OIL, TRICALCIUM PHOSPHATE, SEA SALT, VITAMIN A PALMITATE, VITAMIN D2, VITAMIN B12

**Price†**

26 ¢

40 ¢

42 ¢

41 ¢

62 ¢

43 ¢

\*DV = Recommended Daily Value based on a 2,000 calorie diet. Source: Nutrition Facts on beverage package. Nutrient amounts may vary based on brand.

†Based on gallon volume equivalents per IRI DMI Custom Database Data for 2014 (Jan-Dec) – National Average (Cow's milk based on conventional white milk); Lactose-free milk based on Indiana half gallon average in April 2015.