



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!





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

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

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?[®]

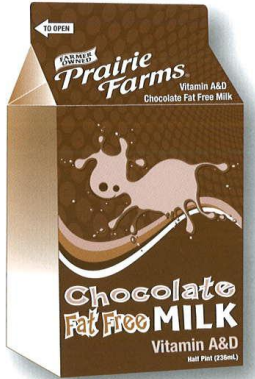
Top 5 Reasons Flavored Milk Matters

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



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



GRADE A • PASTEURIZED • HOMOGENIZED

Nutrition		Amount/Serving %DV*	Amount/Serving %DV*
Facts	Total Fat	0g 0%	Total Carb 24g 8%
	Sat Fat	0g 0%	Fiber 0g 0%
	Trans Fat	0g 0%	Sugars 22g 0%
	Cholest	5mg 2%	Protein 8g 16%
	Sodium	180mg 8%	
Serving Size 1 Carton			
Calories 120			
Fat cal 0			
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		Amount/Serving %DV*	Amount/Serving %DV*
Facts	Total Fat	0g 0%	Total Carb 22g 7%
	Sat Fat	0g 0%	Fiber 0g 0%
	Trans Fat	0g 0%	Sugars 22g 0%
	Cholest	0mg 0%	Protein 8g 16%
	Sodium	120mg 5%	
Serving Size 1 Carton			
Calories 120			
Fat cal 0			
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



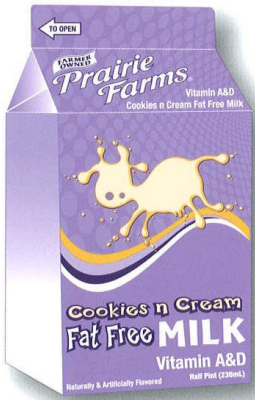
GRADE A • PASTEURIZED • HOMOGENIZED

Nutrition		Amount/Serving %DV*	Amount/Serving %DV*
Facts	Total Fat	0g 0%	Total Carb 24g 8%
	Sat Fat	0g 0%	Fiber 0g 0%
	Trans Fat	0g 0%	Sugars 22g 0%
	Cholest	0mg 0%	Protein 8g 16%
	Sodium	170mg 7%	
Serving Size 1 Carton			
Calories 120			
Fat cal 0			
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		Amount/Serving %DV*	Amount/Serving %DV*
Facts	Total Fat	0g 0%	Total Carb 23g 8%
	Sat Fat	0g 0%	Fiber 0g 0%
	Trans Fat	0g 0%	Sugars 22g 0%
	Cholest	5mg 1%	Protein 8g 16%
	Sodium	200mg 8%	
Serving Size 1 Carton			
Calories 120			
Fat cal 0			
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		Amount/Serving %DV*	Amount/Serving %DV*
Facts	Total Fat	0g 0%	Total Carb 11g 4%
	Sat Fat	0g 0%	Fiber 0g 0%
	Trans Fat	0g 0%	Sugars 11g 0%
	Cholest	5mg 2%	Protein 8g 16%
	Sodium	120mg 5%	
Serving Size 1 Carton			
Calories 80			
Fat cal 0			
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		Amount/Serving %DV*	Amount/Serving %DV*
Facts	Total Fat	2.5g 4%	Total Carb 11g 4%
	Sat Fat	1.5g 0%	Fiber 0g 0%
	Trans Fat	0g 0%	Sugars 11g 0%
	Cholest	15mg 5%	Protein 8g 16%
	Sodium	120mg 5%	
Serving Size 1 Carton			
Calories 100			
Fat cal 50			
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.

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