

## Did you know that cow's milk contains 9 essential nutrients?

### Protein

Fewer ingredients doesn't mean less protein! Cow's milk contains 8 grams of high-quality, naturally-occurring protein in each 8 ounce glass.



### Did You Know?

Protein is just one of the nutrients cow's milk provides. Calcium, vitamin D, potassium, phosphorus, vitamin A, vitamin B12, riboflavin, and niacin are also in each cup.

### Calcium

Dairy foods, like cow's milk, provide the **highest sources of calcium**. You would need to eat 3 ½ cups of broccoli, 1 cup of almonds, or 10 cups of spinach to get the same amount one 8-ounce glass of cow's milk provides.

### Beware!

Even though alternative "milk" beverages may tout more calcium on their labels, much of the added calcium settles to the bottom, meaning you consume less.

### WHICH GLASS IS THE BEST DEAL?

BEVERAGE	AVERAGE PRICE/CUP*
Cow's Milk	12¢
Lactose-Free Cow's Milk	50¢
Soy "Milk" Beverage	41¢
Almond "Milk" Beverage	62¢
Coconut "Milk" Beverage	55¢
Rice "Milk" Beverage	42¢
Cashew "Milk" Beverage	75¢

### PUT YOUR MONEY ON MILK!

\* Average price per cup based on Meijer.com 2016 retail pricing

*Cow's Milk*  
The Natural Choice



[www.MilkMeansMore.org](http://www.MilkMeansMore.org)

Smart shoppers choose cow's milk.

## Alternative "Milk" Beverages Don't Add Up



### Only Cow's Milk Contains

- ✓ Naturally occurring calcium
- ✓ High quality protein
- ✓ Less than 5 ingredients



# What's in your cup?

Keep it natural with cow's milk.

## REAL MILK MATTERS

### Use cow's milk in recipes.

Milk substitutes can alter flavor, texture, and consistency in classic, homemade recipes.

Use cow's milk in...

- smoothies
- mashed potatoes
- cream sauces
- pudding
- soups
- homemade ice cream

### COW'S MILK\* (1% MILK)

Number of Ingredients: **3**

Low-fat milk, vitamin A, vitamin D

### LACTOSE-FREE MILK°

Number of Ingredients: **4**

Fat-free milk, vitamin A palmitate, vitamin D<sub>3</sub>, lactose enzyme



### FORTIFIED SOY "MILK" BEVERAGE+

Number of Ingredients: **12**

Soy milk (filtered water, whole soybeans), cane sugar, tricalcium phosphate, calcium carbonate, vitamin A palmitate, vitamin D<sub>2</sub>, riboflavin, vitamin B<sub>12</sub>, sea salt, natural flavor, gellan gum



### ALMOND "MILK" BEVERAGE+

Number of Ingredients: **11**

Almond milk (filtered water, almonds), cane sugar, sea salt, locust bean gum, sunflower lecithin, gellan gum, calcium carbonate, vitamin E acetate, vitamin A palmitate, vitamin D<sub>2</sub>



### COCONUT "MILK" BEVERAGE+

Number of Ingredients: **12**

Coconut milk (water, coconut cream), cane sugar, calcium carbonate, vitamin A palmitate, vitamin B<sub>12</sub>, vitamin D<sub>2</sub>, sea salt, natural flavor, sunflower lecithin, locust bean gum, gellan gum



### RICE "MILK" BEVERAGE<sup>x</sup>

Number of Ingredients: **6**

Filtered water, organic brown rice (partially milled), organic expeller pressed safflower oil, and/or sunflower oil, and/or canola oil, sea salt



### CASHEW "MILK" BEVERAGE+

Number of Ingredients: **17**

Cashew milk (filtered water, cashews), cane sugar, sea salt, almond butter, locust bean gum, sunflower lecithin, gellan gum, natural flavor, calcium carbonate, vitamin E acetate, zinc gluconate, vitamin A palmitate, riboflavin, vitamin B<sub>12</sub>, vitamin D<sub>2</sub>

Discover more reasons to fill your cup with cow's milk at [MilkMeansMore.org](http://MilkMeansMore.org)

\* USDA National Nutrient Database for Standard Reference Release 27

° Lactaid Fat-Free milk product information

+ Silk product information at [www.silk.com](http://www.silk.com)

<sup>x</sup> Dreamplantbased.com (Rice Dream Brand)

Be sure to always check the label on the beverages you purchase for the most up-to-date ingredient statement.