

# COW'S MILK

REAL, NATURAL, WHOLESOME

## Protein

- ▶ Every cup of real cow's milk gives you 8 grams of high-quality protein.
- ▶ High-quality protein contains all the essential amino acids your body needs to build and maintain muscle.

## Calcium

- ▶ Milk is the #1 source of naturally occurring calcium in the diet, which is easily absorbed by our bodies.
- ▶ Many plant-based beverages have added calcium that settles to the bottom and can prevent you from meeting your daily nutrient requirements.

**MOST PLANT-BASED BEVERAGES  
ARE FORTIFIED TO TRY TO  
MATCH MILK'S UNIQUE  
NUTRIENT PACKAGE.**



**NOT ALL  
MILKS  
ARE CREATED  
EQUAL**

CHECK THE LABEL

## Sugar

- ▶ Cow's milk has no added sugar. Lactose is a naturally occurring sugar in cow's milk that is similar to fructose found in fruit.
- ▶ Plant-based alternative beverages may add sugar to improve taste.

## Ingredients

- ▶ Cow's milk only has 3 ingredients - milk, vitamin A\* and vitamin D.
- ▶ Many plant-based beverages have over 10 ingredients, including added sugars, stabilizers and preservatives.

\*Vitamin A is naturally occurring in whole milk and added back in low-fat varieties.

**ALL COW'S MILK HAS THE SAME 9 ESSENTIAL NUTRIENTS.**



**FROM FARM TO TABLE  
PLANT-BASED ALTERNATIVE BEVERAGES  
CANNOT MATCH THE FRESHNESS OF  
COW'S MILK.**

For more information visit:

[www.MilkMeansMore.org/know-your-milk](http://www.MilkMeansMore.org/know-your-milk)

**MILK MEANS MORE**

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