

Cow's Milk

The Natural
Choice



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

Did you know that cow's milk contains 13 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?

All milk—low-fat, fat-free, flavored or lactose-free—have the same thirteen essential nutrients, including calcium, phosphorus, protein, vitamins A, D, and B12, riboflavin, pantothenic acid, niacin, zinc, selenium, iodine, and potassium.*

Calcium

Dairy foods, like real cow's milk, provide the **highest sources of calcium**. You would need to eat 3½ cups of broccoli, 1 cup of almonds or 10 cups of raw spinach to get the same amount of calcium provided by one 8-ounce glass of cow's milk.

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.

*Based on the 2019 DRI for potassium developed by NASEM.

What's in your cup?

Keep it natural with real cow's milk.



REAL COW'S MILK (1%)

Protein: 8
(grams per 8 ounces)

Number of Ingredients: 3

USDA National Nutrient Database for Standard Reference

LACTOSE-FREE REAL MILK

Protein: 8
(grams per 8 ounces)

Number of Ingredients: 4

Lactaid 2% reduced-fat milk



FORTIFIED SOY "MILK BEVERAGE"

Protein: 8
(grams per 8 ounces)

Number of Ingredients: 12

Silk Soy Milk Original



ALMOND "MILK BEVERAGE"

Protein: 1
(grams per 8 ounces)

Number of Ingredients: 13

Silk Almond Milk Original



COCONUT "MILK BEVERAGE"

Protein: 0
(grams per 8 ounces)

Number of Ingredients: 14

So Delicious Organic Unsweetened Coconutmilk Beverage



RICE "MILK BEVERAGE"

Protein: 1
(grams per 8 ounces)

Number of Ingredients: 4-6

Rice Dream Original Rice Beverage



CASHEW "MILK BEVERAGE"

Protein: <1
(grams per 8 ounces)

Number of Ingredients: 17

So Delicious Unsweetened Cashewmilk Beverage



OAT "MILK BEVERAGE"

Protein: 3
(grams per 8 ounces)

Number of Ingredients: 11

Oatly Original Oatmilk



PEA "MILK BEVERAGE"

Protein: 8
(grams per 8 ounces)

Number of Ingredients: 14

Ripple Original Pea Milk Beverage

Information based on current product data. Be sure to always check the label on beverages you purchase for the most up-to-date ingredient statement.

REAL COW'S MILK MATTERS

Use cow's milk in recipes.

Milk substitutes can alter flavor, texture and consistency in classic, homemade recipes. Use real cow's milk in:

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

Discover more reasons to fill your cup with real cow's milk at MilkMeansMore.org

Strong Communities & Affordable Products

Did you know most of the fresh, wholesome milk and many of the dairy foods you buy in your local grocery store come from Michigan?

When you add nutrient-rich milk to your grocery cart, you are supporting your community. Dairy farming contributes over \$15B to the Michigan economy, with about 90,000 dairy-related jobs.

Dairy foods are also affordable—an 8-ounce serving of milk costs about 20 cents!



MILK
MEANS MORE

MilkMeansMore.org