

Milk Your Milestones

The perfect age to drink milk? **YOURS**. From tiny walkers to working mothers, drinking milk is one of the best ways to **START THE DAY** – and **REACH IMPORTANT MILESTONES** along the way.

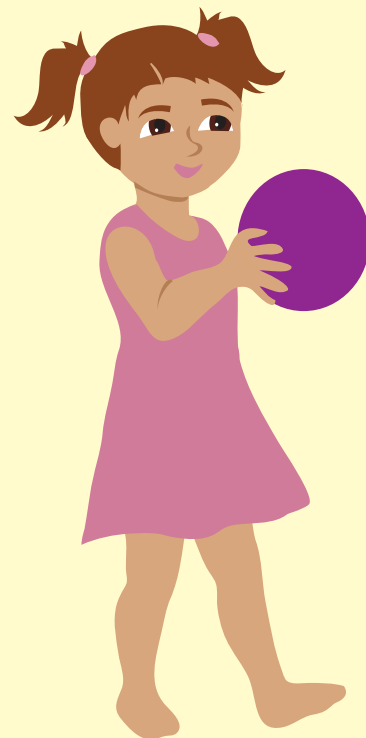


toddler (2-3)



2 cups per day

Milk has 9 essential nutrients including calcium and vitamin D to help build strong bones – very important for pint-sized walkers.



child (4-8)



2.5 cups per day

Little dare devils demand essential nutrients for their growing bodies and nonstop action: running, playing, moving and grooving.



adolescent



3 cups per day

Start the day right with milk at breakfast. Research suggests kids who eat breakfast may do better in school and have a healthier diet overall – winning!



teen



3 cups per day

Teens are starting to pay attention to how they look and feel, and milk boasts key nutrients for healthy hair, teeth and nails.

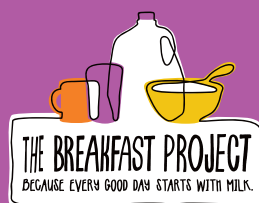


mom



3 cups per day

It takes more than just charm and patience to be Super Mom! To the rescue: milk, which packs nutrients. Plus, high-quality protein to help fill up and stay on track with a healthy eating plan in the PM, too.



got milk?
TheBreakfastProject.com

Sources: Milk recommendations set by the 2010 Dietary Guidelines for Americans; Nicklas TA, O'Neil CE, Berenson GS. Nutrient contribution of breakfast, secular trends, and the role of ready-to-eat cereals: A review of data from the Bogalusa Heart Study. American Journal of Clinical Nutrition.1998;67:757S-763S; Murphy JM. Breakfast and Learning: An Updated Review. Journal of Current Nutrition and Food Science 2007; 3: 3-36.