

# The Secrets of Dairy Industry

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5<sup>th</sup> Grade

Have you ever read a nutrition facts table label on a chocolate milk carton? Most likely you have.

Dairy companies tell us that chocolate milk is healthy and delicious. They tell us that it helps us refuel our bodies during a workout. That is what we want to hear. But is it the truth?

No one has ever seen a commercial or read an advertisement for chocolate milk stating that chocolate milk is filled with fat, sugar, and calories. Dairy companies give us what we want to hear, but not necessarily the truth. It's the only way to mask the fact that chocolate milk isn't healthy. They want us to buy their products, and if schools stopped serving chocolate milk, they would lose

a lot of money. So what's the point in telling us the truth, anyway?

Chocolate milk isn't healthy. Although it has few vitamins, chocolate milk is also packed with sugar, fat, and Calories. Chocolate milk has eight table-spoons of sugar in one of the eight ounce cartons they serve in schools! That's one table-spoon per ounce! "A child drinking one carton [of chocolate milk] each school day will gain one pound in 14 weeks from chocolate milk alone... many children are drinking 2-4 cartons per day..." says Doctor Sarah Jane Schwarzenberg of MN-AAD's pediatric obesity task force. This may not seem like a lot, but in one year, a kid would gain five extra pounds, and in ten they would gain fifty. Recently, Jamie Oliver filled a wheelbarrow with sugar to represent the amount of sugar a kid gets from drinking

Chocolate milk every day for a year. Ann Cooper calls chocolate milk "soda in drag". Even the "Got Milk?" corporation admits that chocolate milk has 31 more calories than white milk. Some very active kids can burn off the calories and fat with exercise, but most kids aren't very active. A lot of kids are overweight, and still drink chocolate milk. No matter how many vitamins, the bad stuff outweighs them in chocolate milk.

Dairy Companies want us to buy their products. ALL Companies want us to buy their products. This is what's in their heads: money. NOT the health of American kids. The dairy industry has sponsored several studies in favor of chocolate milk. "Studies sponsored by the dairy industry show that when this happens overall milk ~~const~~ consumption drops..." Says Dana Woldaw. The dairy industry

Sponsored this and many others studies because they want to show us that chocolate milk should be kept in schools, and if chocolate milk is kept in schools, schools will buy it from them. Many dairy companies, such as the Mid-Atlantic dairy association. These commercials are just ways to get us to buy their products, and it's working. But it needs to stop working.

If schools stopped serving chocolate milk, the dairy industry would lose a lot of money. Flavored milk accounts for 70% of milk served in US schools. This means that if ~~the~~ schools stopped serving chocolate milk, dairy companies would lose sales to schools. Overall milk consumption drops 37% when chocolate milk is removed. This means that sales to schools would also drop 37%,

resulting in money loss for the dairy industry. To them, there's no point in telling us the truth when they'd lose all that money by doing so.

It's true that many people who know about the amount of sugar, fat, and calories chocolate milk has still believe it's healthy. They think so because of the vitamins. But kids can get vitamins in plenty of other tasty and nutritious foods. Kids shouldn't depend on chocolate milk for health.

Although dairy companies give us what we want to hear, the truth is more important. Sure, it has vitamins, but it still isn't healthy. They The only reason they tell us that it is because they want us to buy their products. If we stopped, they would lose a lot of money but if The Dairy Association ~~admitted~~ admitted that chocolate milk isn't

healthy, kids in our country would be overall healthier. They need to think about the futures of American children. And if dairy companies aren't telling us the truth, what other food companies might also be lying?