Do you know what nutrients are in your non-dairy milk alternatives...and how do they compare?

Few foods deliver dairy’s powerhouse of nutrients in such an affordable, appealing and readily available way.

**ESSENTIAL NUTRIENTS IN COW’S MILK**

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<th>Calcium</th>
<th>Potassium</th>
<th>Phosphorous</th>
<th>Protein</th>
<th>Vit A</th>
<th>Vit D</th>
<th>Vit B12</th>
<th>Riboflavin</th>
<th>Niacin</th>
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*Nutritional information based on national brands of soy, almond, rice, coconut and hemp beverage available in traditional grocery stores.

*Average price per cup based on 2013 Colorado retail pricing.

RETURN ON INVESTMENT, GUARANTEED

At only $0.17* or less per cup, milk is a nutritious bargain and a great return on investment. Most non-dairy milk alternatives are twice the cost of milk, at an average price of $.40* per cup.

- **Skim**
- **1% or low-fat**
- **2% of reduced fat**
- **Whole**

Some non-dairy milk alternatives are supplemented with nutrients naturally found in milk - is the cost worth it?

- **Soy**
- **Almond**
- **Rice**
- **Coconut**
- **Hemp**

LACTOSE INTOLERANCE, A SOLUTION

Even if you are lactose intolerant, many options exist that allow you to enjoy the benefits of milk. Different people can handle differing amounts of lactose and most people are surprised to find there is a solution awaiting them in the dairy case - from lactose-free milk to dairy foods that are typically easier to digest such as yogurt and natural cheeses like cheddar, Swiss and mozzarella.

**If you are expecting to get the same nutritional bang for your buck supplied by milk, you might want to take a closer look.**

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**Milk's Irreplaceable Benefits**

**MAXIMUM CALCIUM ABSORPTION**

In addition to milk’s unique package of essential nutrients, its naturally occurring form of calcium is more readily absorbed by our bodies. This is not always true of the various forms of calcium that may be used to fortify non-dairy milk alternatives.

So, when comparing non-dairy milk alternatives to real milk, it’s important to consider both the quantity and the quality of the essential nutrients contained in each.

**DISEASE & RISK REDUCTION**

Milk intake has been associated with:

- Improved bone health - especially in children and adolescents
- A reduced risk of cardiovascular disease
- A reduced risk of type 2 diabetes
- Controlled blood pressure.

In fact, dairy is an important component of D.A.S.H. - Dietary Approaches to Stop Hypertension - a diet endorsed by the American Heart Association™ to lower blood pressure.

**A UNIQUE PACKAGE OF NUTRIENTS YOU CAN TRUST**

Milk is a nutrition powerhouse, providing 9 essential nutrients in the form of calcium, potassium, phosphorus, protein, and vitamins A, D, B12, riboflavin and niacin. Whether it’s fat-free, low fat, lactose-free or flavored, the Food and Drug Administration standards mandate that cow’s milk is not only safe to drink, but that it contains all of these nutrients in every glass, every time, in every brand, from every store - you can count on that. No such standards exist for non-dairy milk alternatives.

**A HIGH QUALITY PROTEIN**

Milk is a great high-quality protein, with an average of 8 grams per cup. The protein in milk is complete, meaning it provides all of the essential building blocks for muscle development and repair, proper immune function, and many other important processes essential for good health. Plant-based proteins are not complete proteins and many non-dairy plant-based beverages have 1 gram of protein or less per serving.

**SIMPLE INGREDIENTS**

Milk is a natural product without added sugars, stabilizers or flavorings which are often found in the ingredient lists of many non-dairy milk alternatives.