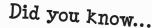
When does your school offer milk?



With the new School Food Standards now stating that "Lower fat milk must be available for drinking at least once a day during school hours", we believe milk should be served to children at mid-morning break, in order to maximise their potential.

Schools have a great opportunity, not only to offer children a drink that aids their health and development, but also to provide it at the time of day where

it will benefit the children most.



1 in 7 children arrive at school having had no breakfast!

Why should children avoid drinking milk at lunchtime?

"Milk is rich in protein and leaves children feeling fuller and more satisfied for prolonged periods, something which is very desirable at mid-morning break time.

Drinking milk immediately prior to, or together with a lunchtime meal however, would almost certainly result in a reduced appetite for the hot meal on the child's plate. This is due to the satiating effect milk has on a child's appetite, and is detrimental at lunchtime as calorie intake from the hot meal would be negatively affected."



DR HILARY JONES

GP, BREAKFAST TV HEALTH EDITOR AND MEDICAL ADVISOR TO COOL MILK

Why drink milk at mid-morning break?

* Hunger

It gives children the **vital top up of nutrients** they need to keep hunger at bay until lunchtime.

* Rehydration

It keeps children hydrated throughout the day, especially after an active play time, getting them ready to learn once again.

* Energy

Milk keeps the body refuelled and **provides a powerhouse of nutrients**, to keep children alert and focused up until lunchtime.

* Concentration

The hydration provided by milk is **essential for aiding concentration and attention** in class, maximising the potential for academic achievement.

* Body

It provides over half the calcium and a third of the protein children need to help **build strong, healthy teeth and bones.**



