

# Milk Alternatives Don't Add Up



“Almond, rice, coconut, oat and hemp ‘milks’ ... are not included as part of the dairy group because their overall nutritional content is not similar to dairy milk ... consuming these beverages does not contribute to meeting the dairy group recommendation.”<sup>1</sup>

– *Dietary Guidelines for Americans (DGA), 2020-2025*



## Dairy Milk is *Real* Milk!

A *Natural* Product that is *Minimally* Processed

- ✓ Backed by decades of research
- ✓ Naturally nutrient-rich; provides **13 essential nutrients**<sup>2</sup>
- ✓ High-quality, **complete protein** which includes all the essential amino acids
- ✓ 3 Simple Ingredients: **Milk, Vitamin A, Vitamin D**
- ✓ No added salt, sugars, or stabilizers
- ✓ Meets an FDA standard of identity\*

\* Whether cow's milk is fat-free, low fat, lactose-free or flavored, the Food and Drug Administration (FDA) says it's not only safe but meets a standard of identity – containing all of these nutrients in the same amounts in every glass.

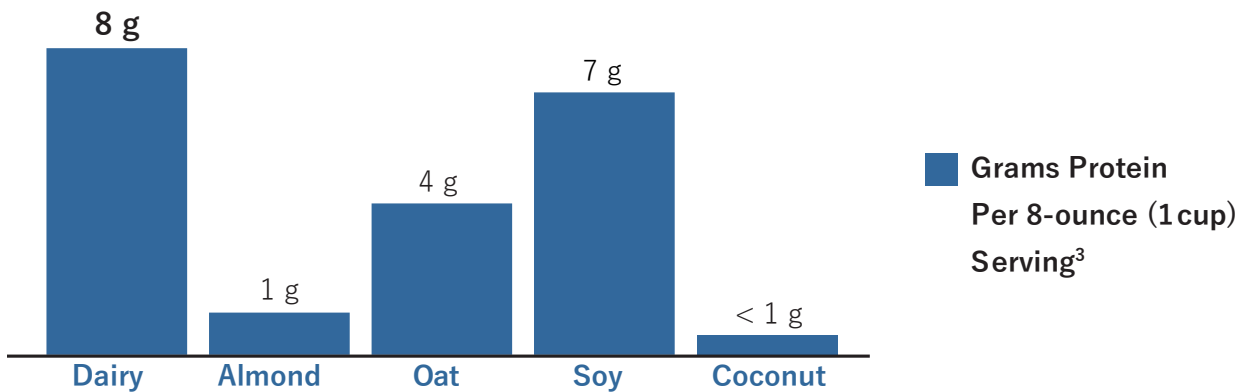
## Plant-based "Milk" Beverages

“... *overall nutritional content is not similar to dairy milk*<sup>1</sup>...”

- Not thoroughly researched
- Nutritional content varies from brand to brand and is not similar to dairy milk<sup>1</sup>
- Often processed with added salt, sugars, preservatives, stabilizers, emulsifiers, or other additives



## Real Dairy Milk *Naturally* Provides More Protein than Most Plant-Based Beverages



## Dairy Milk Contains Essential Nutrients for Healthy Blood Pressure

Real milk contains 13 essential nutrients per single serving, of which 3 are crucial to healthy blood pressure:

**25% DV Calcium** | **16% DV Protein** | **10% DRI Potassium**

60% DV Iodine

50% DV Vitamin B12

30% DV Vitamin B2

20% DV Vitamin B5

20% DV Phosphorus

15% DV Vitamin D

15% DV Vitamin A

15% DV Vitamin B3

10% DV Selenium

10% DV Zinc



## Dairy Milk Is an Affordable Source of Nutrition

Average cost of an 8-ounce serving\*

**Dairy milk**  
~ **22 cents**<sup>4</sup>

**Plant-based beverages**  
~ **40-60++ cents**<sup>5</sup>

Discover more at [DairyMAX.org/Heart-Health](https://DairyMAX.org/Heart-Health)

\*Cost of dairy milk when poured out of a gallon. Plant-based beverage costs based on gallon volume equivalents.

References: 1. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020. Available at [DietaryGuidelines.gov](https://DietaryGuidelines.gov) 2. USDA FoodData Central. Mean values calculated from database entries across all fat levels of plain vitamin D-fortified fluid milk in Legacy, Foundation, and Survey (FNDDS) data sources. 3. U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019.FDC.NAL.USDA.gov 4. U.S. Department of Agriculture, Agriculture Marketing Service. Retail Milk Prices Report, Prices for Conventional Whole Milk, Houston, TX Average 2021. 5. IRI Multi Outlet + Conv 2020, YTD ending 4-18-2021.