

# Youth Calcium Crisis

## The Problem

Six out of 7 girls and 3 out of 5 boys do not get the recommended amount of calcium each day. Half of girls ages 14 to 18 get only half the adequate intake of calcium.

### **This is a direct result of the following:**

A decrease in the consumption of milk and an increase in the consumption of sugary drinks such as soda and fruit juices.

**Lower milk consumption from 1945 to 1997 (down 36%). Over the same time period, the number of soda and fruity drinks doubled for kids 11 to 18.**

Teenagers' preference for soft drinks over milk – 2 to 1. Since the 1970s, 123% increase in soft drink consumption by 6-17 year olds (196% for teenage boys).

**Regular consumption of soft drinks on any given day by 50% of persons, ages 4 and older.**

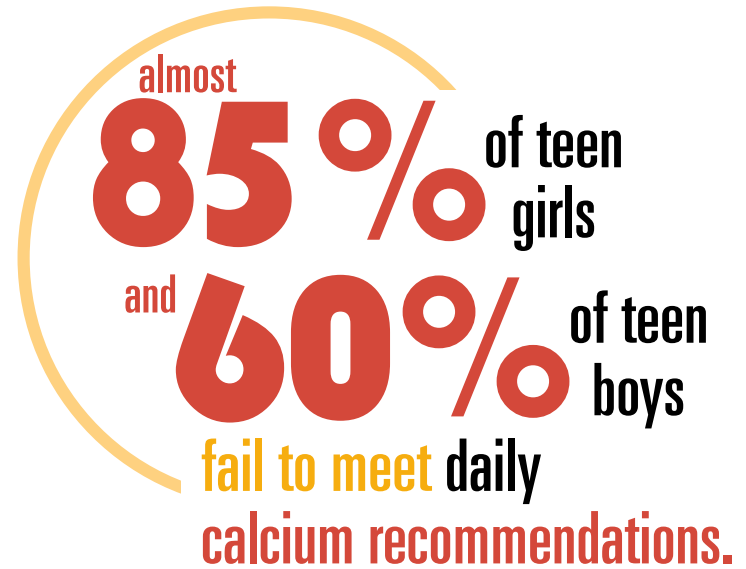
*\*This change in dietary habits has led nearly 2 out of 10 kids ages 6-19 to be classified as overweight.*

## Benefits of Calcium

- Essential to the formation and growth of bones, especially from birth to age 18.
- **Makes it easier to maintain a healthy weight.**
- Protects your heart.
- **Helps muscles do work of contracting and relaxing.**
- Helps nervous system regulate level of pressure in arteries.
- **Protects against colon cancer.**
- Reduces risk and suppresses growth of polyps that can lead to cancer.
- **Maintains healthy teeth by maintaining healthy bones. As the jaw weakens, teeth loosen, gaps for bacteria form, leads to infection, inflammation and bleeding.**

*\*Although there are an increasing number of calcium-enriched products on the shelves, milk is still the most reliable source of calcium. It provides protein, phosphorus, vitamins A and D and many other nutrients in addition to calcium.*

# Roberts<sup>®</sup> Dairy



Statistics show that milk consumption among youth/teens is falling.  
Source: USDA studies.



# Benefits of Milk

Chocolate milk helps athletes refuel. May help people lose more weight and burn more fat than cutting calories alone. Is a benefit to overall nutrition. Flavored milk drinkers are more likely to meet daily calcium requirements.



got milk?™

think ABOUT YOUR drink

milk your diet. Lose weight!™  
24 oz. / 24 hours

Roberts Strawberry Milk  
Roberts Chocolate Milk

## Milk youth enjoy drinking

1 of 5 children and preteens drink flavored milk.

- **14% male teens**
- **8% female teens**

Plain milk is the top choice for children ages 4 - 8 years.

Type of milk preferred:

- **16%: Reduced fat**
- **13%: Whole**
- **9%: Fat free**
- **6%: Lowfat**

