Writing Unit 3: Argument Essay

Reference Text Packet
Topic: Chocolate Milk

Name: ____________________________
Please keep until: February 6, 2015

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“Nutrition in Disguise:”
What the Midwest Dairy Council Has to Say About Chocolate Milk
(A report on the Midwest Dairy Association’s Infomercial.
By Mannie Tarenworth)

If you secretly love chocolate milk, you’re in for some happy news. Recently, the Midwest Dairy Association released an infomercial that argues chocolate milk is, according to nutritionist Melissa Dobbins, “nutrition in disguise.”

In the infomercial, Ms. Dobbins, who introduces herself as a nutritionist for the Dairy Association and a mom, brings along three young friends to help her demonstrate that chocolate milk is a healthy part of a young person’s diet. As Ms. Dobbins puts it, “the fact is, that chocolate and other flavored milks have the same 9 essential nutrients as white milk, and a small amount of added sugar compared to other beverages. Best of all, because they love the taste, some kids drink more milk when it’s flavored.”

You only have to watch kids in the lunch line to see the truth of what Ms. Dobbins says. Given a choice, almost any child will choose chocolate milk over white. “We serve six or seven cartons of chocolate for each one of white milk at lunch,” says Mrs. Rally, a server in a local elementary school cafeteria. “In fact, it’s pretty much only with breakfast cereal that any kid would choose white milk.”

What’s the attraction of chocolate milk? Well, if you haven’t had any for awhile, give it a try. You’ll have to admit that the creamy, smooth, chocolaty taste is truly delicious. But is it good for you? Ms. Dobbins says… yes. “Research shows that children who drink flavored milk meet more of their nutrient needs, do not consume more added sugar, fat, and calories, and are not heavier than non milk drinkers,” says Ms. Dobbins.

Ms. Dobbins explanation is supported by her analysis of the nutrition information in other flavored drinks. Joined by a trio of healthy young girls, hair gleaming and teeth shining, Ms. Dobbins analyzed the contents of a sports drink, a cola, and a chocolate milk. Here’s what she finds. In the sports drink, there are 14 grams total carbohydrates. This amount clearly concerns Ms. Dobbins, and her anxiety is infectious. “That means that there is about 3 ½ added teaspoons of added sugar per serving. But if you drink the whole bottle, it’s 7 teaspoons of added sugar,” explains the Midwest Dairy Council nutritionist. Next Ms. Dobbins looks at the cola. Same story. Her young friend shows that there are 39 grams total carbohydrates. That, Ms. Dobbins
explains, equals about 9 teaspoons of added sugar.” Clearly sports drinks and sodas are a bad choice for kids. Too many carbs, too much sugar.

Chocolate milk, on the other hand, has 27 grams total carbohydrates, and according to Ms. Dobbins, about 3 teaspoons of added sugar – much lower than the amount of sugar that is added to cola and sports drink. And chocolate milk, unlike the other flavored drinks, gives important nutrients, including protein, vitamin A, vitamin D, calcium.

We’re convinced. Chocolate milk is tasty and nutritious. “Chocolate milk provides the nutrients kids need for good health, and it has less than half the added sugar of cola. Chocolate milk also helps kids get the three daily servings of dairy, recommended by dietary guidelines for Americans,” sums up Ms. Dobbins, handing bottles of chocolate milk to her young friends. We’re next in line, Ms. Dobbins! Bring on the “nutrition in disguise!”

You can find more nutrition information about flavored milk at www.Midwestdairy.com, and view the video which this article summarizes at: http://www.midwestdairy.com/0p17i200/flavored-milk-tasty-nutrition/

Sidebar: Ms. Dobbins suggests that to compare the nutrients and sugars in flavored drinks, look at the nutrition labels. These labels give important information to the consumer.
Chocolate Milk: More Harmful than Healthful

By Jonathan Smith

Schools around the world serve chocolate milk—and kids love it. On a recent Australian newscast, investigative reporter Chloe Baker interviewed children about chocolate milk. “The only time I get chocolate milk is when I go to school only,” one youngster told Ms. Baker, as her friends nodded. In fact, many children only get to have chocolate milk at school—but they get to drink a lot of it there. Some children consume as many as 10 or even 15 cartons of chocolate milk in a week at school. Baker noted that “it’s an out-of-control problem.”

Chocolate milk has a sky-high sugar content. One tiny carton of chocolate milk has approximately 30 grams of sugar. That is more than a can of soda—and you wouldn’t see schools giving kids Coke. In fact, according to the Coca-Cola company, a mini-can, which contains 7.5 fluid ounces of soda, has only 25 grams of sugar. Thus, a small container of chocolate milk has approximately 20% more sugar than soda.

Jamie Oliver, a food lover and activist, has been leading a campaign against chocolate milk in schools. According to his website, “When kids drink chocolate and strawberry milk every day at school, they’re getting nearly two gallons of extra sugar each year. That’s really bad for their health.”

In an episode of his television show “Food Revolution,” Oliver filled a school bus with 57 tons of sand, representing the amount of sugar American children consume in one week just from drinking chocolate milk.

Ann Cooper, the head of nutrition services for the Boulder Valley School District in Louisville, Colorado, also champions the cause to ban chocolate milk from schools. “Chocolate milk is soda [dressed up],” stated the self-proclaimed Renegade Lunch Lady. “It works as a treat in homes, but it doesn’t belong in schools.”

Thanks to their relentless efforts, and highly publicized stunts, these champions of nutrition have caught the public’s eye. People are standing up and taking notice, especially as obesity remains a growing problem in the United States. John Deasy, the Superintendent of the Los Angeles Public Schools, announced that chocolate and strawberry milk would be banned from L.A.
schools. The Queensland Health Minister also stated that he would take the matter under advisement as they “pay attention to what Jamie Oliver does.”

So what should kids drink in school? Danielle Martin, Director of Jamie’s Ministry of Food, an organization started by Oliver in the UK, says, “Children need plain milk.” Plain milk also contains vitamins children need such as vitamin D.

Parents agree with Martin, stating that children would be more likely to choose plain milk over chocolate, if not given the choice.
Chocolate Milk: The New Sports Drink?

During a 2004 Summer Olympics awash in controversies over steroids and supplements, one sportswriter wryly noticed that top American swimmer Michael Phelps was playing it safe -- he preferred to drink Carnation Instant Breakfast between races.

Now it appears that the six-time gold medalist may have been onto something. A new study shows that plain old chocolate milk may be as good -- or better -- than sports drinks like Gatorade at helping athletes recover from strenuous exercise.

The study, published in the *International Journal of Sport Nutrition and Exercise Metabolism*, was small in scale; it was partially funded by the dairy industry. But dietitians say the study should help to counter the notion that high-tech, expensive supplements are better than whole foods when it comes to athletic performance. They also note that milk contains key nutrients, such as calcium and vitamin D, in quantities that sports drinks can't match.

"[Milk] is a sports drink 'plus,'" Keith Ayoob, EdD, a registered dietitian and associate professor of pediatrics at the Albert Einstein College of Medicine, tells WebMD. "It will supply you with things you need whether or not you're working out."

The study builds on findings that intense endurance exercise reduces the muscles' supply of stored glucose, or glycogen, a key source of fuel for exercise. To maximize glycogen replacement, the American College of Sports Medicine and the American Dietetic Association recommend taking in a serving of carbohydrates within 30 minutes after a long and vigorous workout.

**Milk vs. Sports Drinks**

Common sports drinks such as Gatorade supply those carbs, as well as fluids and electrolytes lost through sweat. However, more recent research suggests that adding protein to the mix may further hasten recovery. Hence the new wave of drinks such as Endurox R4 that include protein as well as higher doses of carbs.

In the study, nine male cyclists rode until their muscles were depleted of energy, then rested four hours and biked again until exhaustion. During the rest period, the cyclists drank low-fat chocolate
milk, Gatorade, or Endurox R4. During a second round of exercise, the cyclists who drank the chocolate milk were able to bike about 50% longer than those who drank Endurox, and about as long as those who drank the Gatorade.

The findings suggest that chocolate milk has an optimal ratio of carbohydrates to protein to help refuel tired muscles, researcher Joel M. Stager, PhD, Indiana University kinesiology professor, tells WebMD.

But the most puzzling result of the study, experts say, was why Endurox -- which has the same carb-to-protein ratio as the chocolate milk -- fared so poorly. Researcher Jeanne D. Johnston, MA, tells WebMD it may have to do with the different composition of the sugars in the milk. Another theory is that the sugars in the milk may be better absorbed in the gut than those in the Endurox.

Edward F. Coyle, PhD, a researcher on exercise and hydration at the University of Texas, tells WebMD the trial would have been stronger if the researchers had also tested the effect of flavored water or another dummy (placebo) drink.

The study was partly funded by the Dairy and Nutrition Council, an industry group. Coyle says that the study's reliance on industry funding is not unusual in the world of sports research, as federal funding for such research is hard to come by.

**A Cheaper Alternative?**

While rapid nutrient replacement may not be important for casual exercisers, it can make a big difference in performance for competitive athletes who work out vigorously once or twice a day, says Roberta Anding, a sports dietitian and spokeswoman for the American Dietetic Association.

Anding has long recommended chocolate milk for young athletes who come to her practice at Texas Children's Hospital in Houston. For children and teenagers from lower-income families, it doesn't make sense to spend serious money on sports drinks when they can get milk as part of a subsidized lunch program, she tells WebMD. The only advantage of sports drinks, she notes, is that they never spoil.

Ayoob estimates that more than two-thirds of teenagers should be drinking more milk anyway because they don't get enough calcium in their diets. He also recommends milk for its vitamin D and potassium content. "For me, this is a no-brainer," he says.

By Richard Sine
Reviewed by Michael W. Smith, M.D.
**Flavored Milk Versus White Milk: What’s the difference?**

*Q&A with Dr. Sarah Jane Schwarzenberg, co-chair of MN-AAP’s pediatric obesity taskforce*

1. **Why is chocolate milk a factor in the pediatric obesity epidemic?**
   The simple answer is that it is higher in calories than plain milk with the same fat content. The difference is about 50 cals/8 oz. That may seem small, but a child drinking one carton each school day (5 days/week) will gain one pound in 14 weeks FROM CHOCOLATE MILK ALONE.

   In fact, many children are drinking 2-4 cartons of this milk each day, and it is not the only unnecessary calorie-dense product they are given.

2. **By removing chocolate milk from schools, some people are concerned that kids won't drink any milk and won't benefit from the calcium, Vitamin D and other nutrients they need. What are your thoughts on this?**
   If children are offered juice, pop, fruit drinks, etc, as an alternative to plain milk, they will drink them instead of plain milk. If they are offered water as an alternative, they will likely drink plain milk. There are many important changes that must be made in children’s diet if we are to reduce obesity and reduce the risk of heart disease and cancer in the future.

   Ideally, children would eat more vegetables--but providing them with Ranch dressing and melted cheese to get them to eat them creates nutritional disaster. We want them to eat more fruit, but adding caramel coating to entice them increases obesity. Similarly, bribing children to ingest calcium and vitamin D, etc, by providing them with a high-calorie sweet beverage simply trades one nutritional problem for another.

   If we are panicked that kids aren’t getting enough of a nutrient, we should give them a vitamin, not sugar them up.

3. **Is there any data or research that would support eliminating chocolate milk from schools?**
   There is no direct data on chocolate milk, but there is a large body of data on the effect of sweet drinks and/or fruit juice on weight gain and obesity. Sweet beverages do not fill the appetite like solid food does and sweet drink ingestion is associated with obesity.

   Finally, the effort to end childhood obesity will not be completed with a single giant stroke. We have made many changes over the past 50 years that have brought us to this point and we must undo each small change until we reach the point that our children do not gain excess weight year by year.

   Chocolate milk is one of these changes that exhibits things that must be addressed--unnecessary calories, reinforcement of the idea that all food should be sweet or salty, no education on restraint in eating.
 Schools may ban chocolate milk over added sugar - USATODAY.com
By Christina Hoag, Associated Press
May 11, 2011

LOS ANGELES — Chocolate milk has long been seen as the spoonful of sugar that makes the medicine go down, but the nation's childhood obesity epidemic has a growing number of people wondering whether that's wise.

- Many argue that the nutritional value of flavored low-fat or skim milk outweighs the harm of added sugar.

With schools under increasing pressure to offer healthier food, the staple on children's cafeteria trays has come under attack over the very ingredient that makes it so popular — sugar.

Some school districts have gone as far as prohibiting flavored milk, and Florida considered a statewide ban in schools. Other districts have sought a middle ground by replacing flavored milks containing high-fructose corn syrup with versions containing sugar, which some see as a more natural sweetener.

Los Angeles Unified, the nation's second-largest school district, is the latest district to tackle the issue. Superintendent John Deasy recently announced he would push this summer to remove chocolate and strawberry milk from school menus.

But nutritionists — and parents — are split over whether bans make sense, especially when about 70% of milk consumed in schools is flavored, mostly chocolate, according to the industry-backed Milk Processors Education Program.

Many, including the School Nutrition Association, American Academy of Pediatrics, American Dietetic Association, American Heart Association, and National Medical Association, argue that the nutritional value of flavored low-fat or skim milk outweighs the harm of added sugar. Milk contains nine essential nutrients including calcium, vitamin D and protein.

A joint statement from those groups points to studies that show kids who drink fat-free, flavored milk meet more of their nutrient needs and are not heavier than non-milk drinkers.

"Chocolate milk has been unfairly pegged as one of the causes of obesity," said Julie Buric, vice president of marketing for the Milk Processors Education Program.

Others note the nation's child obesity epidemic and say flavored milk simply needs to go.

Eight ounces of white milk served in Los Angeles public schools contains 14 grams of natural sugar or lactose; fat-free chocolate milk has an extra six grams of sugar for a total of 20 grams, while fat-free strawberry milk has a total of 27 grams — the same as eight ounces of Coca-Cola.
"Chocolate milk is soda in drag," said Ann Cooper, director of nutrition services for the Boulder Valley School District in Louisville, Colo., which has banned flavored milk. "It works as a treat in homes, but it doesn't belong in schools."

Flavored milk is also a target of British TV chef Jamie Oliver, who has made revamping school food a signature cause.

For a segment to be aired on his "Food Revolution" TV show, he recently filled a school bus with white sand to represent the amount of sugar Los Angeles Unified school children consume weekly in flavored milk.

"If you have flavored milk, that's candy," he said.

Oliver cheered Deasy's proposal to remove flavored milk from schools during a recent joint appearance on the "Jimmy Kimmel Live!" show.

If the school board adopts the ban, Los Angeles Unified would join districts including Washington and Berkeley, Calif.

But efforts by some other districts turned sour after children drank less milk. Milk consumption drops 35% when flavored milks are removed, according to the Milk Processors Education Program.

Cabell County, W.Va., schools brought chocolate milk back at the recommendation of state officials, and Fairfax County, Va., did the same after its dairy provider came up with a version sweetened with beet sugar rather than high-fructose corn syrup.

The Florida Board of Education also backed away from its proposed ban on chocolate milk after the state agricultural commissioner urged the board to look at all sugary food and beverages served in schools.

The Los Angeles district has worked with its dairy supplier on flavored versions using the sweetener Truvia and chicory, district spokesman Robert Alaniz said.

Cooper and others argued children will drink plain milk if that's what's offered.

"We've taught them to drink chocolate milk, so we can unteach them that," Cooper said. "Our kids line up for milk."

Boulder Valley hasn't been barraged with complaints since removing chocolate milk two years ago, but it hasn't tracked whether milk consumption has dropped, she said.

Parents line up on both sides of the issue.

Deborah Bellholt, a South Los Angeles mother, said none of her six children ranging from pre-school to high school age will drink plain milk. "By allowing kids flavored milk, they still get the calcium they need," she said. "If not, they'd bypass it."

But Mimi Bonetti, a suburban Los Angeles mother with two elementary school-age children who drink plain milk, said she gets angry that chocolate milk is portrayed as nutritious. Children can get calcium and
other nutrients from other foods, she said.

"If you offer them the choice of chocolate or plain, of course they're going to choose chocolate," Bonetti said. "When you're telling kids that drinking chocolate milk is a healthy choice, it's sending the wrong message."

Ask kids, and most vote for chocolate. Suburban Los Angeles seventh-grader Nacole Johnson said plain milk tastes yucky. If there were no chocolate milk, "I wouldn't drink it," she said.
Sugary Drinks Can Be Unhealthy, But is Cow’s Milk Unhealthy, Too?

By Mike Ochs

The debate continues as to whether chocolate milk should be served in school cafeterias. Many experts argue that kids shouldn’t drink sugary beverages. But some say that kids probably shouldn’t drink any cow’s milk at all.

Cow’s milk already has some sugar in it, about 12 grams of sugar. Flavored milk can contain up to 30 grams of sugar. These sugars have no nutritional value, says Rip Esselstyn, firefighter, triathlete and author of a dietary cookbook, The Engine 2 Diet.

“And because simple carbohydrates are digested so quickly,” Esselstyn writes, “any excess sugar is converted into fat.”

Not only can simple sugars contribute to obesity, Esselstyn says, but also too much of them can lead to other health problems, such diabetes.

Some cities have started to take action in limiting the amount of sugary drinks people can buy. In 2012, the New York City Board of Health approved a ban on the sale of large sugary drinks. The ban was the first of the kind in the United States.

New York City Mayor Michael Bloomberg was among those people who agreed with the ban. He thought the ban would help New Yorkers live healthier lives.

“This is the single biggest step any city, I think, has ever taken to curb obesity,” Bloomberg said. “We believe it will help save lives.”

Some experts go even further than just saying that sugary milk is bad for kids. They say that cow’s milk itself—with or without sugary flavoring—is also unhealthy.

These experts say that milk is high in cholesterol and saturated fat. People for the Ethical Treatment of Animals, or PETA, argues that milk can have short and long term effects on health. In the short term, high levels of cholesterol and saturated fat can lead to obesity and diabetes, PETA says. But in the long term, cholesterol and saturated fat can lead to heart disease and cancer.

In 2009, the Physicians Committee for Responsible Medicine (PCRM) also
wrote about milk. “Milk’s main selling point is calcium, and milk-drinking is touted for building strong bones in children,” they wrote. “However, clinical research shows that dairy products have little or no benefit for bones.”

Dr. Frank A. Oski, the former Director at the Department of Pediatrics at Johns Hopkins University, agrees. “The fact is: the drinking of cow milk has been linked to iron-deficiency anemia in infants and children,” he says. “It has been named as the cause of cramps and diarrhea in much of the world’s population, and the cause of multiple forms of allergy as well.”

Anti-milk supporters say kids can get calcium from plenty of other foods. Esselstyn offers a whole list of calcium-rich foods to eat instead of drinking milk. He says that people can eat green leafy vegetables, nuts, oranges, kidney beans, lima beans, whole grains, lentils, raisins, broccoli, kale, celery, tofu and romaine lettuce, to name a few.

So what is the alternative to drinking cow’s milk? Some say that low-fat milk substitutes, such as soymilk, are perfectly good. But there are plenty of other substitutes, such as almond milk and rice milk.

Dr. Oski, however, says that cow’s milk is good for some. “Calves thrive on cow milk. Cow milk is for calves.”

Resources
http://www.nytimes.com/2012/09/14/nyregion/health-board-approves-bloomberg-soda-ban.html?_r=0

KIDS LOVE THE TASTE!
Milk provides nutrients essential for good health and kids drink more when it’s flavored.

NINE ESSENTIAL NUTRIENTS!
Flavored milk contains the same nine essential nutrients as white milk - calcium, potassium, phosphorus, protein, vitamins A, D and B12, riboflavin and niacin (niacin equivalents) – and is a healthful alternative to soft drinks.

HELPS KIDS ACHIEVE 3 SERVINGS!
Drinking low-fat or fat-free white or flavored milk helps kids get the 3 daily servings* of milk and milk products recommended by the Dietary Guidelines for Americans.

BETTER DIET QUALITY!
Children who drink flavored milk meet more of their nutrient needs; do not consume more added sugar or total fat; and are not heavier than non-milk drinkers.

TOP CHOICE IN SCHOOLS!
Low-fat chocolate milk is the most popular milk choice in schools and kids drink less milk (and get fewer nutrients) if it’s taken away.

REFERENCES:
Sugar in Chocolate Milk Compared to Other Treats

July 29, 2010

THESE NUMBERS ARE ASTOUNDING AND seeing it in black and white (so to speak) drives home how much sugar kids are consuming when they have packaged chocolate milk once or twice every day.

Sugar is only one part of the picture, though, and for sure milk has more nutrients than those other treats. The whole picture includes our entire food culture.

HOW DO WE WANT OUR KIDS TO THINK ABOUT FOOD, portion food, and eat food? Every meal, snack, or grocery shopping trip is a view into our food culture and it’s up to us as parents to consciously decide what food culture messages we want to give our kids.

Chocolate milk is one example of how we can define our family’s food culture. By giving chocolate milk on a daily or regular basis, a parent is making a conscious decision to blur the line between treat and growing food, to say “yes, milk doesn’t taste good enough on its own, so let’s add chocolate”, and to give additional sugar that is basically hidden from the child in a healthy food.

There’s not necessarily a right or wrong here; each family has to make their own decisions and stand behind those decisions.

THE BOTTOM LINE: As parents, only we can and should decide what our kids eat. The food decisions we make should be done thoughtfully and purposefully. We should be able to stand behind them as sending the food culture message to our kids that we mean to send.

Chart Details:
- 1 cup packaged chocolate milk = 28g sugar
- 1 Hershey’s Milk Chocolate Bar = 24g sugar
- 1 serving Cocoa Krispies = 12g sugar
- 2 Entenmann’s Softees Powdered Donuts = 26g sugar
- 1 Dairy Queen Child’s Chocolate Cone = 17g sugar
- 1 Dairy Queen Child’s Chocolate Cone with Rainbow Sprinkles = 22g sugar
- 1 Dairy Queen Child’s Chocolate Cone with Oreo Pieces = 28g sugar
- 1 apple fritter at Starbucks = 27g sugar
- 1 12-ounce can of 7UP = 25g sugar
- 6 Oreo Cookies = 28g sugar
- 1 Pepperidge Farm Soft Baked Chocolate Chunk Dark Chocolate Brownie = 13g sugar
- 1 16-ounce bottle of Nesquik chocolate milk = 58g
- 1 McDonald’s Hot Caramel Sundae = 44g sugar