

MILK POWERS YOUR POTENTIAL!

MILK  BREAKFAST



DEAR PARENT,

To celebrate March as National Nutrition Month, your child is participating in a special nutritional program at school titled **Milk Powers Your Potential!** The program, provided by the nutrition experts at the Milk Processor Education Program and the award-winning curriculum specialists Young Minds Inspired (YMI), is designed to help kids learn more about the vital role of protein in good health.

PROTEIN AT BREAKFAST — MORE IMPORTANT THAN YOU THINK...

The latest research shows that *when* your child gets protein is just as important as *how much* he or she gets. Most Americans back-load their protein, consuming most of it at dinner while eating mostly carbohydrates at breakfast. But take a look at the benefits of a high-protein breakfast to find out what your child may be missing with a carb-based breakfast.

A PROTEIN-POWERED BREAKFAST...

It's important that kids get protein at every meal, including breakfast, to help maximize how their bodies use it. In fact, protein at breakfast helps kids feel fuller longer so they won't feel hungry by mid-morning. If they aren't hungry, they can focus on the things they want to accomplish. Plus, getting enough protein as part of a healthy breakfast can also help build lean muscle, maintain bone health, and maintain a healthy weight.

MILK, A PERFECT PROTEIN PARTNER

From muscles to hair, bones to teeth, the body needs protein to be healthy and strong. And, a recent study found that kids who ate a high-protein breakfast (18 grams) felt fuller and burned more energy compared to when they ate a carbohydrate-rich breakfast, low in protein.¹ So pair milk with other protein-rich breakfast foods to ensure that your child starts the day like a pro – with protein!

Packed with 9 essential nutrients in each 8-oz. glass, milk is a delicious, easy way to give your kids 8 grams of high-quality protein plus other nutrients they need. It's the top food source for three of the four nutrients most likely to be missing from kids' diets – calcium, vitamin D, and potassium.



RECIPES FOR YOUR PROTEIN-PACKED MORNING



PB&J Protein Power Muffins



Blackberry-Hazelnut Power Bowl



Vegetable and Sausage Mini Protein Quiche

For more ideas, visit the Milk Life recipe page at milklife.com/healthy-breakfast-recipes.

¹ Baum JI, Gray M, Binns A. Breakfasts higher in protein increase postprandial energy expenditure, increase fat oxidation and reduce hunger in overweight children from 8 to 12 years of age. *Journal of Nutrition*. 2015;145:2229-2235.

milk life



© 2016 YMI, Inc.