



Club Moo is a school milk program from the Alberta Milk Producers. This program provides incentives for students who drink milk at lunch. Starting October 3, our school will be once again participating in **CLUB MOO**. **As like last year, there have been changes to the program.** Rather than eight small incentive prizes, Club Moo has sent out a balls and skipping ropes for the entire school to enjoy. In addition, they will also be sending out two small incentive prizes throughout the year. Milk will still be counted in class at lunch and there will be mystery prizes throughout the year.

Children who have a milk allergy or who are lactose intolerant can participate in the program by choosing another healthy drink (Just write me a note so I will know). We are selling both white and chocolate milk as well as orange and apple juice, for \$1.00. Students are not required to purchase milk at school to participate in the program; they may bring it from home.

We are pleased to be able to offer this program again this year. We feel this is a great program for our students, one that encourages a life-long nutritious habit of drinking milk.

#### MOOtritious Milk:

Milk is full of nutrition with 15 essential nutrients. And that's important when children are growing so fast. Milk contains a group of six nutrient partners that work together with calcium to grow extra strong bones. As a rule, most of the bone mass we will have for a lifetime is acquired before we are 20 years old. It's essential for growing children and teens to get those bone building nutrients so they can develop strong bones to protect themselves from developing osteoporosis or "brittle bones". According to Canada's Food Guide, children need milk everyday.

2-3 servings for children aged 4 to 9 years  
2-4 servings for children aged 10 to 16 years

### Chocolate versus White Milk

Are you concerned that chocolate milk isn't as good as white? Don't be. Chocolate milk has the same nutrients as white milk, the same amount of sugar as unsweetened orange juice, and about the same amount of caffeine as a decaffeinated coffee. This is less caffeine than a chocolate bar or cola! Chocolate milk is a delicious source of energy and is good for your child!



For more information go to: [www.albertamilk.com/nutritioneducation](http://www.albertamilk.com/nutritioneducation)