

DRINK LOCAL WHOLE MILK (virtually) 97% FAT FREE

Did you know that Real Whole Milk is standardized to 3.25% fat, making it virtually 97% Fat Free!

What is Local Whole Milk?

Local Milk is milk produced by family dairy farms nearby – in our counties, states or regions. Real Milk is still the most fresh and local item at your grocery store – like “in season” produce but all year ‘round! Look for state seals (like PA Preferred in Pennsylvania). Talk to your grocer. Look at the brand names on farm signs in your area. Check the plant code stamp on the top of the bottle by the expiration date, or on the label and plug it into this website to see where it was bottled: WheresMyMilkFrom.com. We can also talk with our grocers to let them know we want to keep our Real Milk as Local as possible. Some Local Farms have signs showing what brand they supply. Some states a seal or logo (like PA Preferred in Pennsylvania) that is shown on Real Milk labels that are produced on farms in the state and bottled in the state.

What is Real Milk?

Real Milk is milk from a lactating dairy cow -- Nothing is added, other than supplemental Vitamin D.

What is Whole Milk?

Whole Milk is Real Milk that is pasteurized and standardized so that it is 3.25% fat on a solids-basis.

What does that mean?

On a weight basis, Real Whole Milk contains 12% *total solids* and 88% *water*. The 12% solids break down as 3.25% fat, 3.75% protein and 5% carbohydrate, along with 9 essential nutrients and trace amounts of other micronutrients for a truly natural package of nutrition in a hydrating beverage.

How do I know I am choosing Real Whole Milk?

While other Real Milks are labeled by their fat percentages: Non-Fat (0%), Low-Fat (1%), Reduced Fat (2%), Real Whole Milk -- at 3.25% fat -- has a label simply stating “Vitamin D Milk”. It often has a Red Cap, but some brands use a different color scheme, so check the label. Other Real Milk options are available for digestively sensitive people to enjoy Real Milk’s nutritional benefits, such as real milk processed to be lactose-free, real milk from cows naturally producing only A2 protein, and real milk with lactaid enzymes added.

Why is Real Whole Milk “standardized” to 3.25% fat?

Milk straight from the cow can range 3% to 6% fat. The national average fluctuates from 3.25 to 3.7% and is influenced by season, weather, regionally-grown forages and feeds and cattle breed. Real Whole Milk is standardized for sale to consumers at 3.25% fat to be consistent year-round and to ensure consistently accurate labeling on calories, grams of fat, protein and carbohydrates, as well as daily value percentages of essential nutrients. Standardization also allows excess fat from above-average cows to be skimmed for use in cream products, like ice cream, whipping cream, butter and more!

So, what's in Real Whole Milk?

An 8-ounce glass has 150 calories delivering a powerhouse of nutrition, naturally. This complete package of nutrients is hard to replace.

What gives Real Whole Milk its calories?

Calories from Protein, Fat and Carbohydrates. One 8-ounce glass of Real Whole Milk has:

FAT: 8 grams account for 3.25% of weight/volume, 45% of calories and 12% of daily values. These complex fats include both saturated and unsaturated. In fact, Real Whole Milk contains essential polyunsaturated omega-3 and omega-6 fatty acids. Real Whole Milk also has 24 milligrams of cholesterol per 8-ounce cup. In 2015, USDA dietary guidelines ended the caps on cholesterol for healthy diets. Studies show that the fat in Real Whole Milk offers surprising benefits for our bodies and brains. These natural fats are converted to energy, not fat, and have been shown to contribute positively to brain development in children as well as satiety, mood and alertness in children and adults. [Click here to see a few of these studies.](#)

PROTEIN -- 8 grams account for 3.75% of solids, 25% of calories and 16% of daily values. This high-quality protein builds and repairs muscle, keeps us fuller longer, provides energy and focus, helps maintain bone health and helps us maintain a healthy weight. Protein also supports a healthy immune system. Real Milk Protein is called a “complete” protein because it contains all 9 essential amino acid building blocks needed by the human body. As a *complete* protein, it is readily absorbed and difficult to replace. Real Whole Milk has the complete protein to power us through the day!

CARBOHYDRATES -- 12 grams account for 5% of solids, 30% of calories and 8% of daily values. These carbohydrates are in the form of Lactose -- a simple ‘sugar’ found naturally in milk that is roughly equal to the natural ‘sugar’ found in a small banana and about half the amount of natural sugar found in apple juice. There are NO added sugars.

What else is in Real Whole Milk?

In addition to a hydration and a healthy ratio of fats, proteins and carbohydrates, Real Whole Milk contains essential micronutrients that have no calories at all! They “ride along”! In fact, Real Whole Milk is one of the few natural sources for these essential nutrients. Because they are natural, they are more readily absorbed by our bodies. In addition to the daily values and benefits of the caloric elements of milk – fat, protein, carbohydrates – shown above, this list below shows percentage of daily values (DV) of other nutrients provided by an 8-ounce glass of Real Whole Milk:

Calcium (30% DV) – Builds, maintains strong bones, teeth and plays a role in nerve and muscle function.

Potassium (11% DV) -- Essential to regulate the balance of fluid in our bodies, which helps our bodies maintain normal blood pressure.

Phosphorus (20% DV) – Helps strengthen bones and generates energy in the cells of our bodies.

Vitamin A (10% DV) -- Maintains normal vision and skin as well as helping us build and maintain a healthy immune system.

B-12 (13% DV) – Helps build those red blood cells that carry oxygen from our lungs to our muscles!

Riboflavin (24% DV) – Also known as Vitamin B2, it helps convert food to energy.

Niacin (10% DV) – For normal function of enzymes, also involved in metabolism of sugars, fatty acids.

Vitamin D (15 to 25% DV) -- Promotes the absorption of calcium and enhances the mineralization of our bones. It has also been shown to positively influence immune response, mood and alertness.

Real Whole Milk also contains trace amounts of Thiamin (Vit. B1), Vit. B6, Vit. C, and Zinc that work with the other B vitamins to help our bodies convert dietary energy into magnesium, which helps many aspects of our health and fitness, including metabolism and strong bones.

What about Immune Boosting Benefits? Is Whole Milk better?

Whole Milk has vitamins, electrolytes, antioxidants. Research shows a good daily dose of Vit. D, for example, supports the immune system to keep colds and other respiratory challenges at bay! We get Vit. D when the sun interacts with our skin, but this key vitamin is also found in fortified foods like cereal, orange juice — and especially MILK. In 2009, researchers at Mass. General Hosp. linked lower Vit. D with higher upper respiratory infection risk. In 2012, they found more Vit. D wards off winter colds.

So, what about Whole Milk vs. Low-Fat? In 2016, a Canadian study at Saint Michael's Research Hospital in Toronto showed children consuming Whole Milk had tripled their Vitamin D status as compared with children consuming low-fat milk and fat free drinks even though they were also fortified with Vitamin D. Why? Whole Milk has both natural and fortified Vitamin D, and because Vitamin D (and A) are fat-soluble vitamins, the milk fat retained in Whole Milk improves the absorption!

What about obesity?

Increasingly, the medical and nutrition communities are recognizing the benefits of milkfat. An example involving children: University of Toronto and Saint Michael's Hospital published a study in 2016 and then in 2019-20 a systematic meta-analysis in 2019-20. Both were published in the American Journal of Clinical Nutrition and showed children consuming Whole Milk had 40% lower odds of being overweight than children drinking low-fat or fat-free. Other data suggest the natural matrix of milkfat provides satiety and steadies the carbohydrate absorption. <https://www.utoronto.ca/news/children-who-drank-whole-milk-opposed-reduced-fat-less-likely-be-overweight-u-t-study>

https://www.stmichaelshospital.com/media/detail.php?source=hospital_news/2016/1116

What about flavored milks, aren't they high in sugar?

Milk bottlers strive to make flavored milks with natural flavorings and as little added sugar as possible. In fact, Real Whole Chocolate Milk has the creaminess of the 3.25% fat (compared with fat-free or 1%) and therefore doesn't need as much added sugar to mix well and taste great!

Real Whole Chocolate Milk is the perfect mix of protein, fat, carbohydrates, micronutrients and flavor for refueling after a workout and to power us through our day.

For more information, visit 97milk.com