

Milks marketed for children from 1 year of age

Fortified milks for young children are marketed as growing-up or toddler milks, but there are no compositional, labelling and marketing regulations that specifically apply to these products and no agreed benefit from their use. These milks should not be used for children under 1 year of age. Unless otherwise advised children over 1 year of age who are not receiving breastmilk can have full-fat animal milk as their main milk drink.

December 2020

Cow & Gate 3 Growing Up Milk from 12 months - Powder

This milk currently falls outside any compositional regulations, and for healthy children it is not needed.

Dietary suitability	Not suitable for vegetarians Halal approved (except 700g tins from Lidl)
Allergens	Cows' milk, soya

Macronutrients	Per 100ml prepared milk	Source	Per 100ml whole (full fat) cows' milk*	Source
Energy kcal	65		63	
Fat g	2.6	Palm oil, sunflower oil, rapeseed oil.	3.6	Milk fat
Carbohydrate g of which lactose g	8.5 6.2	Lactose, maltodextrin, oligosaccharides	4.6 4.6	Lactose
Protein g whey:casein ratio	1.5 30:70	Cows' milk	3.4 20:80	Cows' milk
Vitamins				
Vitamin A µg	67.9		38	
Vitamin D µg	3.1		0.03	
Vitamin E mg TE	1.1		0.06	
Vitamin K µg	5.1		0.49	
Vitamin C mg	15		2.0	
Thiamin B₁ µg	40		30	
Riboflavin B₂ µg	230		230	
Niacin B₃ mg	0.2		0.2	
Vitamin B₆ µg	60		60	
Folic Acid µg	NS		8.0	
Vitamin B₁₂ µg	0.45		0.9	
Biotin µg	1.3		2.5	
Pantothenic acid mg	0.58		0.58	

To find out more about any of the ingredients listed here, see <https://www.firststepsnutrition.org/composition-claims-and-costs>

To find out more about making up powdered milks safely, see <https://www.firststepsnutrition.org/making-infant-milk-safely>

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Minerals	Per 100ml prepared milk	Per 100ml whole (full fat) cows' milk*	
Sodium mg	26	42	
Potassium mg	150	157	
Chloride mg	51	89	
Calcium mg	120	120	
Phosphorus mg	97	96	
Magnesium mg	10	11	
Iron mg	1.2	0.02	
Zinc mg	0.91	0.5	
Copper µg	NS	Tr	
Manganese µg	NS	Tr	
Selenium µg	NS	1.0	
Iodine µg	19.5	31	
Relative cost of this milk			
Cost per 100ml	13p	<i>For comparison:</i> Whole (full fat) cows' milk	7p

Notes

This milk has enhanced amounts of some nutrients but is also lower in vitamin B₁₂ and iodine than cows' milk.

It is generally recommended that toddlers eat a good variety of foods to supply the majority of their nutrients, rather than relying on fortified milk products to supply them.

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