

Milks marketed for children from 2 years 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. Milks marketed to children over two years of age should not be used for younger children. This milk should not be used for infants or for children 1-2 years of age where full-fat animal milk is recommended if children are not receiving breastmilk.

December 2020

Cow & Gate 4 Growing Up Milk from 2 years – 1L Liquid

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

Dietary suitability Not suitable for vegetarians
Not halal approved

Allergens Cows' milk, soya

Macronutrients	Per 100ml prepared milk	Source	Per 100ml semi-skimmed cows' milk*	Source
Energy kcal	47		46	
Fat g	2.2	Rapeseed oil, high oleic sunflower oil, sunflower oil	1.7	Milk fat
Carbohydrate g	4.8	Lactose, oligosaccharides	4.7	Lactose
of which lactose g	4.3		4.7	
Protein g	1.5	Cows' milk	3.5	Cows' milk
whey:casein ratio	20:80		20:80	
Vitamins				
Vitamin A µg	67.6		20.5	
Vitamin D µg	3.1		Tr	
Vitamin E mg TE	1.1		0.04	
Vitamin K µg	5.1		Tr	
Vitamin C mg	15		2.0	
Thiamin B ₁ µg	40		30	
Riboflavin B ₂ µg	230		240	
Niacin B ₃ mg	0.2		0.1	
Vitamin B ₆ µg	60		60	
Folic Acid µg	NS		9.0	
Vitamin B ₁₂ µg	0.4		0.9	
Biotin µg	1.3		3.0	
Pantothenic acid mg	0.58		0.68	

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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Cow & Gate 4 Growing Up Milk from 2 years – 200ml Liquid

Minerals	Per 100ml prepared milk	Per 100ml semi-skimmed cows' milk*	
Sodium mg	24	43	
Potassium mg	84.3	156	
Chloride mg	43.4	87	
Calcium mg	85.1	125	
Phosphorus mg	53.6	94	
Magnesium mg	9.9	11	
Iron mg	1.2	0.02	
Zinc mg	0.3	0.4	
Copper µg	NK	Tr	
Manganese µg	NK	Tr	
Selenium µg	NK	1.0	
Iodine µg	20	30	
Relative cost of this milk			
Cost per 100ml	24p	<i>For comparison:</i> Semi-skimmed cows' milk	7p

Notes

This product contains milk flavouring.

This milk has enhanced amounts of some nutrients but is also lower in iodine, calcium and vitaminB₁₂ 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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