

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.

July 2020

Holle Organic 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
Not halal approved

Allergens Cows' milk, fish

Macronutrients	Per 100ml prepared milk	Source	Per 100ml whole (full fat) cows' milk*	Source
Energy kcal	68		63	
Fat g	3.6	Palm oil, rapeseed oil, sunflower oil, fish oil	3.6	Milk fat
Carbohydrate g	7.4	Lactose, maltodextrin, starch	4.6	Lactose
of which lactose g	5.0		4.6	
Protein g	1.4	Cows' milk	3.4	Cows' milk
whey:casein ratio	53:47		20:80	
Vitamins				
Vitamin A µg	47.5		38	
Vitamin D µg	1.6		0.03	
Vitamin E mg TE	1.4		0.06	
Vitamin K µg	5.5		0.49	
Vitamin C mg	9.0		2.0	
Thiamin B ₁ µg	97		30	
Riboflavin B ₂ µg	150		230	
Niacin B ₃ mg	0.49		0.2	
Vitamin B ₆ µg	74		60	
Folate µg-DFE	22.7		8.0	
Vitamin B ₁₂ µg	0.15		0.9	
Biotin µg	1.8		2.5	
Pantothenic acid mg	0.63		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	25	42	
Potassium mg	83.8	157	
Chloride mg	51.3	89	
Calcium mg	68	120	
Phosphorus mg	37.8	96	
Magnesium mg	7.0	11	
Iron mg	0.94	0.02	
Zinc mg	0.45	0.5	
Copper µg	48	Tr	
Manganese µg	13	Tr	
Selenium µg	2.4	1.0	
Iodine µg	13.3	31	
Relative cost of this milk			
Cost per 100ml	23p	<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, calcium, iodine and riboflavin 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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