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.

March 2020

Hipp Growing Up Milk 4 from 2 years - Powder

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

Dietary suitability
Not suitable for vegetarians
Halal status not known

Allergens
Cows’ milk

<table>
<thead>
<tr>
<th>Macronutrients</th>
<th>Per 100ml prepared milk</th>
<th>Source</th>
<th>Per 100ml semi-skimmed cows’ milk*</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy kcal</td>
<td>48</td>
<td></td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>Fat g</td>
<td>2.2</td>
<td>Palm oil, rapeseed oil, sunflower oil.</td>
<td>1.7</td>
<td>Milk fat</td>
</tr>
<tr>
<td>Carbohydrate g</td>
<td>5.0</td>
<td>Lactose, oligosaccharides.</td>
<td>4.7</td>
<td>Lactose</td>
</tr>
<tr>
<td>of which lactose g</td>
<td>4.8</td>
<td></td>
<td>4.7</td>
<td></td>
</tr>
<tr>
<td>Protein g</td>
<td>1.7</td>
<td>Cows’ milk</td>
<td>3.5</td>
<td>Cows’ milk</td>
</tr>
<tr>
<td>whey:casein ratio</td>
<td>20:80</td>
<td></td>
<td>20:80</td>
<td></td>
</tr>
</tbody>
</table>

Vitamins

| Vitamin A µg | 36                       | 20.5  |
| Vitamin D µg | 2.9                      | Tr    |
| Vitamin E mg TE | 0.6                  | 0.04  |
| Vitamin K µg | NS                       | Tr    |
| Vitamin C mg | 4.7                      | 2.0   |
| Thiamin B₁ µg | NS                     | 30    |
| Riboflavin B₂ µg | 180               | 240   |
| Niacin B₃ mg | NS                       | 0.1   |
| Vitamin B₆ µg | NS                       | 60    |
| Folic Acid µg | NS                      | 9.0   |
| Vitamin B₁₂ µg | 0.4                   | 0.9   |
| Biotin µg    | 3.5                      | 3.0   |
| Pantothenic acid mg | NS              | 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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March 2020

Hipp Growing Up Milk 4 from 2 years - Powder

<table>
<thead>
<tr>
<th>Minerals</th>
<th>Per 100ml prepared milk</th>
<th>Per 100ml semi-skimmed cows’ milk*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sodium mg</td>
<td>20</td>
<td>43</td>
</tr>
<tr>
<td>Potassium mg</td>
<td>155</td>
<td>156</td>
</tr>
<tr>
<td>Chloride mg</td>
<td>NS</td>
<td>87</td>
</tr>
<tr>
<td>Calcium mg</td>
<td>130</td>
<td>125</td>
</tr>
<tr>
<td>Phosphorus mg</td>
<td>75</td>
<td>94</td>
</tr>
<tr>
<td>Magnesium mg</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Iron mg</td>
<td>0.7</td>
<td>0.02</td>
</tr>
<tr>
<td>Zinc mg</td>
<td>NS</td>
<td>0.4</td>
</tr>
<tr>
<td>Copper µg</td>
<td>NS</td>
<td>Tr</td>
</tr>
<tr>
<td>Manganese µg</td>
<td>NS</td>
<td>Tr</td>
</tr>
<tr>
<td>Selenium µg</td>
<td>NS</td>
<td>1.0</td>
</tr>
<tr>
<td>Iodine µg</td>
<td>25</td>
<td>30</td>
</tr>
</tbody>
</table>

Relative cost of this milk

Cost per 100ml 13p  For comparison: Semi-skimmed cows’ milk 7p

Notes

This milk has enhanced amounts of some nutrients but is also lower in 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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First Steps Nutrition Trust