



## Milk Mess

Mortimer Milk was rushing to a day care. There was an emergency that needed his attention right away. No one called Mortimer Milk for this mission. It was just something that Mortimer wanted and needed to do. He had had enough and he needed to fix this growing problem once and for all. Mortimer milk headed to Pleasant Valley Day Care to solve this milk mess.

When Mortimer got there it was breakfast time. It was exactly the time he wanted to be there because it was during breakfast time that this horrible milk mess occurred all over the world. Mortimer Milk was going to solve this problem one day care or household or school at a time. You see Mortimer Milk was tired of his wonderful, glorious, magical milk being ruined by sugary, no good cereals. Children all over were dumping tons of these sugar packed cereals into beautiful bowls of milk and messing it all up. Mortimer Milk walked into the day care kitchen and sat down at one of the tables. There he sat next to a little boy who at that moment was putting Fruity Links into his bowl of milk. Mortimer Milk was saddened. Mortimer asked the boy, "Why do you like this cereal?" The boy responded, "It is yummy and it has fruit in it so it's good for you." Mortimer Milk had to act fast. He spoke, "It may say Fruity Links but it is only made to taste like fruit. There isn't any fruit in it; it just says that on the box so you will think there is. Instead it has lots of extra sugar, which doesn't provide vitamins or mineral to help your body grow." The boy was unhappy. He loved his Fruity Links but was getting a bit confused.

Mortimer Milk then explained his sugary story to the rest of the day care kids. "Lots of foods have sugar but they also come with plenty of nutritional value." He continued "Take me for example, I am a bit sweet myself but I also build strong bones, teeth, and am full of vitamins and minerals too. Milk has lots to go with it that can add to your health. The sugar in some cereals, like Fruity Links, adds too much extra sugar that doesn't have jobs to do inside your body to help you grow. Let's take a look at the label; the first word on the Fruity Links ingredient list is sugar. That means there is a lot of extra sugar in Fruity Links." The room grew quiet. One girl spoke, "So we can't eat cereal anymore?"

Mortimer Milk responded, "Of course you can eat cereal but you want to become a label reader. The best cereal choices will say that they are made from "whole grains" and if the box says it is fruity then there should be fruit listed on the label. They'll have fiber too which can help in the prevention of some diseases, keep you fit and help your body work right. They will give you the vitamins and minerals your body needs to play and learn all day long. And when milk is added, you'll have an All-Star breakfast. Healthy cereals can also be a great snack and remember, eat what's neat for your body!

