

# Healthy Products, Healthy People, Healthy Planet



## Healthy Products – Consumers Want Healthy Products that Meet their Needs

People have enjoyed nutritious, real dairy foods like milk, cheese and yogurt for thousands of years. One of nature's original functional foods, dairy is simply wholesome and delivers great taste along with nutrients vital for good health. Dairy foods are available in a variety of options, including low-fat and fat-free products, and have always played an important role in consumers' health and wellness. This is largely due to the fact that the dairy community – from the farm to market – has a long-term commitment to providing healthy and delicious dairy choices to consumers.

Today's U.S. dairy farmers and cooperatives are innovative when it comes to providing products people seek for their evolving health and wellness needs. For example, more than 200 lower fat milk products and more than 200 lower fat cheeses have been introduced since 2007. Additionally, more than 2,800 new products containing high-quality **why protein**, a milk protein, have been introduced in the last decade.

Although the variety of dairy products is changing, what hasn't changed is that milk, yogurt and cheese are all still available. Milk...including plain and flavored milk...is the number one source of three of the four nutrients of concern as identified by the 2010 Dietary Guidelines – calcium, vitamin D and potassium. Flavored milk in schools now has 38 percent less sugar than just five years ago with an average of 134 calories per eight ounce serving. It contributes only 3 percent on average of the added sugars in diets of children ages 2 to 18. Click here to access [resources on flavored milk](#). Cheese manufacturers have committed to addressing the sodium content of cheese and have formulated reduced-sodium processed cheeses and blended cheeses available for school and commodity use, with just over 200-300 milligrams of sodium per 28-gram serving. Click here to access [resources on cheese](#).



## Healthy People – Let's Fight for Healthier Kids

The youth of America are our future. This generation of school-aged children may be the first generation with a shorter life expectancy than their parents. In order to encourage small, positive steps toward healthier food choices and increased physical activity for children, National Dairy Council and the

National Football League, in collaboration with the United States Department of Agriculture, launched Fuel Up to Play 60 (FUTP 60). **Fuel Up to Play 60** is one of the largest national in-school nutrition and physical activity programs that exist today, all the schools in the U.S. – and the potential to reach over 36 million children!

FUTP 60 is a national movement with massive reach with support from the nation's leading health and nutrition organizations. Visit [www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com) to join the movement. Simply enter your zip code on the interactive map to find all the schools in your area. Check out the [Supporters section](#) of [www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com) to see how you can get involved – this is one simple step you can take to join the fight for healthier kids.



## Healthy Planet – The People Behind our Dairy Foods

People are asking questions – they want to know more than just the ingredients in their foods, or the nutrients delivered by that food. They want to know **how** their food is **produced** and the people behind the products. The nation's approximately 53,000 dairy farm families make products that deliver nutrients and health benefits our communities need. They welcome the opportunity to share how they care for their animals, the land and the products they produce. To learn more, visit [www.DairyFarmingToday.org](http://www.DairyFarmingToday.org), where dairy farmers virtually share the experience of life on the farm – from the day in a life of a cow to the steps taken to create scientifically designed diets for the cows.

In addition to knowing how milk does a body good, people want to know if milk is good for the planet. Compared to 1944, U.S. dairy farmers use 90 percent less land, 65 percent less water while their cows produce 76 percent less manure. This means that overall America's farm families have a 63 percent smaller carbon footprint than they did some 60 years ago. The dairy industry is committed to continuing these efforts to make an impact on the health of our planet.

*National Dairy Council's 95+ year commitment to the health and nutrition of the American people is exemplified in our efforts to provide consumers with healthy products, to help fight for healthier children, and to protect our resources – both human and environmental. To learn more visit, [www.nationaldairyCouncil.org](http://www.nationaldairyCouncil.org).*



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