



## INNOVATIONS IN HEALTH & WELLNESS FROM THE DAIRY INDUSTRY

Together milk, cheese and yogurt play a critical role in the diets of adults and children by supplying nine essential nutrients. In fact, **people who consume three to four servings of dairy foods each day have better overall nutrient intake and diet quality than those who don't, and as a result, may reduce the risk of certain chronic diseases.**<sup>i,ii</sup> The dairy industry is proud to help meet the health priorities and dietary needs of Americans, helping them get nutrient-rich dairy products anywhere, anytime – at home, on the go, and in schools.

### PRODUCTS FOR HOME & ON THE GO



As many as one in four Americans report symptoms of lactose intolerance. This population is more likely to drink less milk or avoid it altogether, and lactose-free milk is an ideal solution to allow them to benefit from dairy's nutrient package. With that in mind, dairy producers are partnering with HP Hood® using the Lactaid® brand to **build awareness and education about the valuable nutrition, health benefits, varieties, and ease of digestibility of lactose-free milk.**

Emerging science suggests that chocolate milk is an excellent post-exercise beverage because it contains protein and other essential nutrients. Dairy producers recently partnered with Shamrock Farms® to test the sales opportunity for its chocolate milk product, Rockin' Refuel™, which has additional protein and naturally occurring electrolytes. Tests indicated the product is popular with men ages 18 to 25 and with moms looking for new and healthy options for their families. Now, dairy producers are working across the industry to **identify more opportunities for post-exercise dairy beverages.**



Dairy producers supported General Mills®, owner of the Yoplait® brand, developed a new line of frozen fruit and yogurt smoothies that use a breakthrough yogurt chip technology. The yogurt chip and frozen fruit smoothie is blended with 8 ounces of milk to **make a delicious, nutritious and convenient smoothie that also delivers a full serving of fruit.** After testing the product line last year, General Mills is launching the product line in grocery stores nationwide this year, with support from national and local dairy promotional organizations.

Dairy producers continue to work with Starbucks Coffee® on its Vivanno™ smoothies, which consist of fruit, reduced-fat or fat-free milk, and a dairy whey protein and fiber powder for **a wholesome, nutrient-rich beverage.**



Dairy producers are working with the world's largest restaurant chain to **help make low-fat milk readily available to children.** McDonald's® recently conducted a special tie-in with the popular new children's movie, "Ice Age: Dawn of the Dinosaurs," in which milk was featured prominently in TV and print advertising, in-store signs, and other marketing efforts.

Thanks to support and innovation from the dairy industry, **nearly 70,000 McDonald's and other quick-serve restaurant outlets offer white and flavored low-fat milk in single-serve re-sealable bottles**, whereas in 2004, there were no national quick-serve chains offering milk in these convenient containers. Additionally, yogurt is being added as a nutritious option to more quick-serve menus, and coffee drinks are offered widely in low-fat and fat-free milk varieties.

The dairy industry is working hard to **break the code on developing low-fat cheeses that have highly appealing flavor, texture and functionality** by leading a first-of-its-kind research initiative, bringing together experts from multiple dairy research centers across the country and aiming to generate results much faster than individual researchers could achieve alone. The effort may result in market-ready products as early as the end of 2009.

(MORE)



## HEALTHY SCHOOLS

Fuel Up to Play 60 (FUTP 60) is the National Dairy Council’s (NDC) latest in-school initiative, launching in the fall of 2009 in partnership with the National Football League (NFL). It is designed to **engage, incent and reward more than 36 million students nationwide for choosing nutrient-rich foods and getting more physical activity.** The program engages youth at more than 60,000 schools to invest in their own health by collaborating with youth and adult mentors in the school and community to activate customized in-school programs.



FUTP 60 isn’t the only way the dairy industry helps improve nutrition in schools. More than 30 million youth participate in the National School Lunch program, and for many – particularly the approximately 60% receiving free and reduced-price lunch – school lunch is the main source of essential nutrients. The dairy industry knows that increasing lunch and breakfast participation means better intake of fruits, vegetables and whole grains in addition to low-fat and fat-free dairy.

The industry works in several ways to help students:

- Through the “New Look of School Milk” program, more than 55 milk processors are helping nearly 11,000 schools increase consumption of milk *and* other nutritious foods by improving school meals. The processors supply the schools with plastic re-sealable, recyclable containers of milk. Serving milk in these containers, cold and in different flavors, has been shown to **increase students’ milk consumption by up to 37%, boosting their nutrient intake.** Students not only choose milk more often, but also choose to participate in the school feeding programs in greater numbers.
- Knowing that many schools want to reduce sugar content in all their offerings, **more than 90 industry-partner dairies across the U.S. have proactively reformulated flavored milk to be lower in both sugar and total calories.** These new products aim for 150 calories and less than 25 grams of sugar, all while maintaining great taste, so that youth will still drink it instead of throwing it away — and so that flavored milk remains one of youth’s favorite nutritious beverages.
- Thanks in part to dairy industry partnerships with schools, **about three-quarters of all milk consumed in schools was low-fat or fat-free as of 2007**, according to a report analyzing the most recent U.S. Department of Agriculture data. This is in major contrast to the early 1990s, when it was only about one quarter.
- Innovative breakfast programs sponsored by NDC, including “Breakfast in the Classroom,” “Grab-n-Go Breakfast,” “Breakfast on the Bus,” and “Second Chance Breakfast” **help ensure a nutrient-rich meal for students at the start of the day.**
- Knowing that many youth get more nutrition from school food than anywhere else, and that pizza is reported as the most popular entrée in schools, the dairy industry is working with foodservice partners on **formulating healthy, delicious varieties of school pizza.** Initial work includes pizzas that offer whole grain crusts, reduced-fat cheese, lower-fat pepperoni and vegetables.

## “NUTRIENT-RICH” EDUCATION

NDC is a founding partner of the Nutrient Rich Foods Coalition, whose mission is to shift the way people choose foods and beverages from focusing on calories alone, “good or bad foods” or “nutrients to avoid” to understanding the complete nutrient package as a way to build better diets and improve overall diet quality. Many Americans today are overweight and undernourished, not getting the valuable nutrients they need for good health. Choosing nutrient-rich foods and beverages – those that provide many nutrients for relatively few calories – can **help children and adults meet their nutrient requirements and reduce consumption of excess calories.**



<sup>i</sup> Ranganathan R, Nicklas TA, Yang SJ, Berenson GS. The nutritional impact of dairy product consumption on dietary intakes of adults (1995-1996): The Bogalusa Heart Study. *J Am Diet Assoc* 2005;105(9): 1391-1400.

<sup>ii</sup> United States Dept. of Health and Human Services, United States Dept. of Agriculture, and United States Dietary Guidelines Advisory Committee, Dietary Guidelines for Americans, 2005. (6<sup>th</sup> ed., HHS publication. 2005, Washington, DC).