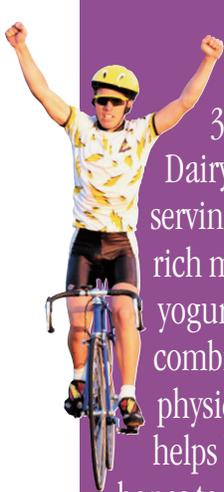


WANTED: STRONGER BONES



A healthy meal plan including 3-Every-Day of Dairy – a total of three servings of calcium-rich milk, cheese or yogurt every day – combined with physical activity, helps build strong bones to last a lifetime.

With 9 essential nutrients such as, protein, potassium, phosphorus, vitamins A, B₁₂ and D, riboflavin and niacin, in addition to calcium, milk, cheese and yogurt provide a unique combination of nutrients that pack a powerful punch!



The dairy case has something for everyone – with fat-free and low-fat varieties, families can choose milk, cheese or yogurt products to meet everyone's taste and nutritional needs.



The best way to get the calcium you need is by eating and drinking foods that naturally contain calcium. Milk and other dairy products are good sources of calcium; they naturally offer the most calcium per serving. Other sources of calcium include tofu, legumes, some green leafy vegetables and calcium-fortified orange juice.



VISIT

www.nationaldairyCouncil.org/3everyday

to print a Dairy Tracker to help your family tally their daily dairy intake.



STRONGER BONES ARE AS EASY AS 1-2-3!

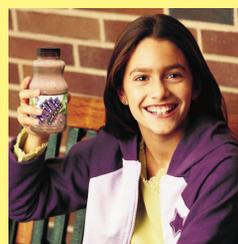
1. Begin Mornings with Dairy

- Parents, be a role model. Enjoy milk with your children every morning – not only will you teach them well, but you'll do your body good too!
- Jump-start your child's day with a smart breakfast by blending low-fat yogurt and fruit for a homemade smoothie.



2. Flavorful Fun for Families

- Studies show that elementary school kids drink 28 percent more milk when offered in "cool" flavors and packages.¹
- Stock up on calcium-packed grab-and-go snacks such as fruit yogurts, cheese cubes and single-serve containers of low-fat milk.



3. Make Meal Time Family Time

- Eating together as a family promotes good eating habits² and improves overall nutrition.³
- Involve kids in creative meal planning. Kids are more likely to eat foods they help prepare.

Nutritious and Delicious

On average, teens drink only 1 glass of milk a day and more teens drink soda than milk.⁴ Flavored milk is one way children and teens can enjoy great taste and receive nutrients their bodies need. One serving of chocolate milk provides the same combination of 9 essential nutrients as white milk. Overall, teens who drink flavored milk consume more milk than exclusively plain milk drinkers and milk drinkers (including flavored milk drinkers) consume more calcium, phosphorus, potassium, magnesium and vitamin A compared to non-milk drinkers.⁵ Additionally, teen milk drinkers had similar or lower measures of BMI compared to non-milk drinkers.



The Lowdown on Lactose Intolerance

If you think you or your child may be lactose intolerant, talk to your doctor or registered dietitian. Most individuals with lactose intolerance can enjoy yogurt and hard cheeses that are naturally low in lactose, such as Cheddar and Swiss. They can also drink lactose-reduced or lactose-free milk.



AMERICAN ACADEMY OF FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA

eat right. Academy of Nutrition and Dietetics

American Academy of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



National Medical Association



NATIONAL DAIRY COUNCIL®

1 The School Milk Pilot Test, American School Food Service Association & The National Dairy Council, September 2002.

2 National Yogurt Association Web site, <http://www.aboutyogurt.com/kidsNutrition/brainyBreakfasts.asp>.

3 USDA Continuing Survey of Food Intakes by Individuals, 1994-96, 1998.

4 Dairy Research Institute™ NHANES (2001-2006), Ages 13-17 years. Data Source: Centers for Disease Control and Prevention, National Center for Health Statistics, National Health and Nutrition Examination Survey, Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2001-2002; 2003-2004; 2005-2006]. [<http://www.cdc.gov/nchs/nhanes.htm>]

5 Murphy MM, Douglass JS, Johnson RK, et al. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in US children and adolescents. *J Am Diet Assoc.* 108:631-639, 2008.