



## Campaign Clears Myths, Shares Nutrition Information of Flavored Milk

**To help answer common questions and correct misconceptions about chocolate milk, ADA Mideast recently launched a public education campaign.**

“Flavored milk provides the same nine essential nutrients as white milk, including vitamin D, calcium and potassium, which are nutrients most kids fail to get enough of,” says Scott Higgins, CEO for ADA Mideast. “Research has shown that children who drink flavored milk meet more of their nutrient needs, do not consume more added sugar, fat or calories and are not heavier than non-milk drinkers.”



The campaign focuses on raising consumer awareness about the nutrition and health benefits of flavored milk. Featured on drink-milk.com is an expert interactive video Question & Answer section with a pediatrician and a dietician answering commonly-asked questions about flavored milk. In addition, the website includes many educational materials, including fact sheets, articles and studies related to flavored milk.

To encourage consumers to get the facts on flavored milk and visit the website, TV commercials aired in Ohio and West Virginia in November. The commercials explained why flavored milk is as healthy as white milk and why, if kids don't have access to flavored milk, they will miss out on key vitamins and nutrients they likely won't get elsewhere. Online ads posted on local newspaper and TV station Web sites, also directed consumers to visit drink-milk.com.

## Former Cleveland Browns Player and Federal Education Leader Visits Ohio School

Solon Middle School near Cleveland was recently presented with a \$4,000 Fuel Up to Play 60 (FUTP 60) grant from the American Dairy Association Mideast, as the school announced its participation in the FUTP 60 program.

On hand to witness the grant presentation was a retired Cleveland Browns player, Lomas Brown and the Acting Assistant Secretary of Education, U.S. Dept. of Education, Joseph Regano, as well as the Browns mascot Chomps.

Festivities included a celebration milk toast with students, addresses by both Brown and Regano, as well as the students participating in outside activities with Brown and Chomps.

Launched by National Dairy Council (NDC) and the National Football League (NFL) in cooperation with the U.S. Department of Agriculture (USDA), FUTP60 empowers youth to take action to improve nutrition and physical activity at their school and for their own health.

Solon Middle School is just one of more than 3,200 Ohio elementary, middle and high schools across Ohio participating in the FUTP 60 program, which uses fun and fitness to tackle childhood obesity.



## Dairy May Reduce Risk of Type 2 Diabetes

The results of two studies demonstrate that adequate dairy consumption as a part of a nutrient-rich, balanced diet may help maintain metabolic health and reduce the risk of type 2 diabetes.

Metabolic syndrome is characterized by at least three metabolic conditions including central obesity, high blood pressure, and impaired glucose or lipid metabolism. One-third of American adults meet the criteria for metabolic syndrome, which increases the risk of cardiovascular disease and type 2 diabetes.

Results of a study administered by the Dairy Research Institute™ and published in the June issue of American Journal of Clinical Nutrition, funded in part by the dairy checkoff, show that adequate dairy intake – compared with low intake – results in improved blood pressure and insulin resistance, plus decreased fat mass and waist circumference, among other benefits.

In another example, Chinese researchers reviewed seven studies that examined the association between dairy consumption and type 2 diabetes. The results show that higher dairy intake was associated with lower risk of type 2 diabetes. This study was published in the May issue of *European Journal of Clinical Nutrition*.

**These studies reinforce that dairy consumption is part of the solution that can help reduce disease risk factors and lead people to a healthier life.**

ADA Mideast's registered dietitians are working to share this information with health professionals as part of our ongoing nutrition communication outreach.

For more info about these studies, visit the newsroom of the Innovation Center for U.S. Dairy at [www.usdairy.com](http://www.usdairy.com).



**Working to increase overall sales of, and demand for U.S. dairy products and ingredients**



## Youth Summits Promote Fuel Up to Play 60

ADA Midwest partnered with the Cleveland Browns, Cincinnati Bengals and Marshall University for Fuel Up to Play 60 Youth Summits. This action-packed initiative aims at tackling childhood obesity by giving students a voice in making healthy changes at their school.

Approximately 100 students attended each Summit to learn how to make wellness fun with Fuel Up To Play 60. During the Summit, students learned about the importance of good nutrition and exercise and participated in on-field team building and leadership activities with retired NFL players and team mascots.

The Youth Summit participants also became Hollywood directors for a day. Kids were challenged to express their creativity and develop a commercial to encourage their friends to join the Fuel Up to Play 60 movement and eat healthy and be active.

## Fuel Up to Play 60 Grants Awarded to Schools

On behalf of Ohio and West Virginia dairy farmers, ADA Midwest has awarded \$250,000 to 116 local schools to support their Fuel Up to Play 60 initiatives. ADA Midwest works with the Cleveland Browns and the Cincinnati Bengals to deliver the program to more than 3,200 schools in Ohio and West Virginia.

**The ultimate goal is to ensure changes made at school are sustainable so children have more access to nutrient-rich foods and more opportunities for physical activity throughout the school campus.**

ADA Midwest recently awarded the Cincinnati Public School District a grant to purchase food service equipment to expand their breakfast program outside the cafeteria.



Schools find that when they take breakfast to students, instead of expecting the students to come to the cafeteria, more students eat breakfast and perform better on tests, improve daily attendance and participate more in class. And because milk is offered with school breakfast, increasing school breakfast participation increases milk sales!

Fuel Up to Play 60 also presents an opportunity for schools to expand their menus, giving students healthier choices. By ADA Midwest working with the Cincinnati Public School District Food Service Department, more than 33,000 students in their school system now have access to yogurt. This new menu item, which is being offered one day per week in the District's K-8 schools and every day at lunch in their high schools, is proving to be quite popular.

**During September 2011, more than 26,800 4-oz servings of strawberry yogurt were served in the Cincinnati Public School District's 55 schools, equating to 6,700 additional pounds of milk being sold.** This initial success sets the stage for ADA Midwest to assist the Cincinnati Public School District in adding other dairy items, such as cheese, to their menu and will serve as a model as the checkoff program works with other schools to implement Fuel Up to Play 60.

## Americans Consuming More Dairy

The best measure of checkoff success is our ability to help form lifelong dairy consumers, build partnerships with the industry and increase long-term dairy sales by establishing a stronger tie between consumers and the dairy products and ingredients they consume. Did you know...



- Since the dairy checkoff began, **per capita dairy consumption has increased by more than 15 percent to 620 pounds**, on a total solids basis.
- Checkoff partnerships have resulted in more than **7 billion additional pounds of milk being sold** since January 2010. For every \$1 that dairy producers contribute, our partners are investing more than \$6!
- Dairy producers extend their long-standing commitment to children's health and nutrition through the student-led **Fuel Up to Play 60 program**, conducted in partnership with the National Football League®. More than **70,000 schools are enrolled in the program nationwide; locally, 3,200 schools are a part of the program.**
- **Dairy export volume represents more than 13 percent of total milk production.** Thanks in part to the checkoff-funded U.S. Dairy Export Council®, **one out of every three new pounds of milk produced domestically is being sold overseas.**