

CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



01 | NEW DIETARY GUIDELINES SUPPORT DAIRY

The U.S. Departments of Agriculture and Health and Human Services recently released the 2020-2025 Dietary Guidelines for Americans (DGA), the cornerstone of official guidance on dietary recommendations for federal food assistance programs, like those followed in our nation's schools.

National Dairy Council (NDC), the nutrition research and education arm of the dairy checkoff, plays an important role in maintaining dairy's place in the Dietary Guidelines. On behalf of dairy farmers, NDC funds hundreds of research studies on topics including dairy and type 2 diabetes, cardiovascular disease, whole milk dairy foods, inflammation, protein, digestive health, sustainable food systems, child nutrition, bone health and more. NDC staff also participate in the DGA public process by submitting written comments and oral testimony that summarize the scientific evidence on dairy's role in healthy diets. Key dairy highlights from the Dietary Guidelines include:

DAIRY REMAINS ITS OWN FOOD GROUP

The dairy group includes low fat and fat free milk, cheese and yogurt as well as lactose-free versions and fortified soy beverage and soy yogurt - but no other plant-based alternatives.

THREE SERVINGS STILL RECOMMENDED

For those 9 years and older, 3 servings of dairy foods are recommended in the Healthy U.S. Style and Healthy Vegetarian Dietary Patterns.

DAIRY RECOMMENDED FOR AGES 6-23 MONTHS

For the first time, guidelines are provided for toddlers ages 12-23 months who no longer consume human milk or infant formula, which include 1.5 to 2 servings of dairy foods per day. Dairy foods recommended for toddlers include whole milk, reduced-fat plain yogurt and reduced-fat cheese. Yogurt and cheese are also recommended as complementary foods for infants starting at around 6 months of age.

American Dairy Association Midwest

2800 Corporate Exchange Dr #260

Columbus, Ohio 43231

December 2020

CHECKOFF UPDATE



IN THIS ISSUE:

- 01 | **New Guidelines Support Dairy**
- 02 | **Dairy Recipes Promoted By Ohio State Athletics**
- 03 | **New Leadership & Record Year for USDEC**
- 04 | **New Videos With Cincinnati Bengals**
- 05 | **Checkoff Leadership Elected for 2021**
- 06 | **Promoting Dairy Science**

 American
Dairy
Association
MIDWEST

DMS DAIRY MANAGEMENT INC.



02 | DAIRY RECIPES PROMOTED BY OHIO STATE ATHLETICS

This basketball season, the American Dairy Association Mideast teamed up with Ohio State Athletics to bring Buckeye fans the “perfect dunk.” Each Sunday, the Buckeyes recapped the number of dunks from the men’s basketball team by posting a “dunk-o-meter” on their Facebook and Twitter pages. These posts encouraged fans to add to the tally by dunking their own cracker or veggie into a featured dairy dip found on Drink-Milk.com.

More than 2.5 million people follow Ohio State Athletics on their Facebook and Twitter pages, which helps extend the dairy checkoff’s reach and promote delicious dairy-friendly recipes. The 6-week social media campaign, which is part of ADA Mideast’s ongoing partnership with Ohio State Athletics, continued through March 14th.

03 | NEW LEADERSHIP & RECORD YEAR FOR USDEC

Krysta Harden was recently named the President and CEO of the U.S. Dairy Export Council (USDEC).

Harden succeeds former President and CEO Tom Vilsack, who has been confirmed as secretary of agriculture in the Biden administration.

In her new role, Harden will direct a staff of dairy trade specialists, trade policy professionals, a global

marketing team, a strategy, and insights team, and oversee eight international offices working to facilitate dairy product and ingredient application knowledge, identify market opportunities, monitor regulatory activity and work toward improving the business climate for U.S. dairy.

2020 WAS A RECORD YEAR

In 2020, the U.S. dairy industry exported more than 2 million tons

of milk solids for the first time ever! That milestone means more U.S. milk is being shipped across our borders than ever before, in part due to the work of USDEC.

The checkoff-funded USDEC works with processors, trading companies and others to enhance global demand and market access for U.S. dairy products and ingredients on behalf of U.S. dairy farmers.



04 | NEW VIDEOS WITH CINCINNATI BENGALS

In a new video series produced by the Cincinnati Bengals, Fuel Up to Play 60 Ambassador and Bengals tight end CJ Uzomah and Bengals team dietitian Erin Kratzer, MS, RDN, LDN share the importance of eating healthy foods, including dairy.

The videos can be found at Bengals.com and Drink-Milk.com. The American Dairy Association Mideast will promote the videos to local schools and online via social media.

05 | CHECKOFF LEADERSHIP ELECTED FOR 2021

The American Dairy Association Midwest Board of Directors recently elected their 2021 officers during their annual re-organization meeting. The Board provides accountability to the dairy farmers they represent, sets policy, approves program direction and establishes budgets.



Greg Conrad, Chair
New Holland, OH



Mark Hoewischer, Vice Chair
Mechanicsburg, OH



Lois Douglass, Secretary
Marshallville, OH



Joe Miley, Treasurer
West Salem, OH

Greg Conrad and Mark Hoewischer were elected to continue to represent ADA Midwest on the United Dairy Industry Association board. In addition, Lois Douglass was recently appointed by the USDA Secretary of Agriculture to serve on the National Dairy Promotion and Research Board.

06 | PROMOTING DAIRY SCIENCE

To reinforce dairy's nutritional benefits, the American Dairy Association Midwest works with those who influence others about healthy eating, like registered dietitians, school nutrition directors, pediatricians and school nurses, so that they become advocates for dairy and recommend milk, cheese and yogurt as part of a healthy diet.

One way ADA Midwest reaches these influencers is by placing advertisements in state health professional association journals, such as FamilyDoc and The Family Physician, the official magazines of West Virginia and Ohio chapters of the American Academy of Family Physicians and Ohio Pediatrics, the premiere magazine of the Ohio chapter of the American Academy of Pediatrics.

The ads, which reach more than 13,000 doctors several times a year, highlight a variety of topics including research supporting dairy's health benefits, dairy's role in disease prevention and available resources from ADA Midwest.

The collage features several educational resources:

- SCIENCE SUMMARIES:** A growing body of research indicates that dairy foods (milk, cheese and yogurt) are associated with a lower risk of heart disease, stroke, type 2 diabetes, and obesity.
- TAKING CARE OF little ones:** Recommendations and resources for feeding infants and young children. It includes sections for 0-12 months, 12-24 months, and 2-5 years, with icons for breastfeeding, formula, and solid foods.
- DAIRY NOURISHES LIFE:** Helping People Thrive Throughout the Lifespan. This resource highlights the benefits of dairy for various age groups and health conditions.
- Dairy: Did You Know?:** A list of four interesting facts about dairy:
 - Milk is a natural source of protein, calcium, and potassium.
 - Milk is a natural source of vitamin D, which helps the body absorb calcium.
 - Milk is a natural source of B12, which is important for brain health.
 - Milk is a natural source of phosphorus, which is important for bone health.