

The Dairy Download

In This Issue:

Fuel Up to Play 60 Sets Students from 70,000 Schools into Action

New School Meal Standards Recognize the Unique Nutrient Package of Dairy Foods

You're Never Too Young to Think about Your Heart

Kids Drink Up Flavored Milk with Fewer Calories!

An Effective Whey to Support Healthy Aging

MyPlate News You Can Use

Fuel Up to Play 60 Challenge Winner Gets the Surprise of a Lifetime

Action! Cameras are rolling for the next Fuel Up to Play 60 Challenge!

A New Spin on Pizza

Dairy in a Vegetarian Diet

Cuddle Up on Cold Winter Days with this Nutritious Treat

Connect



Blog

[the dairy report](#)

Visit Our Websites:



New Nutrition News

Fuel Up to Play 60 Sets Students from 70,000 Schools into Action



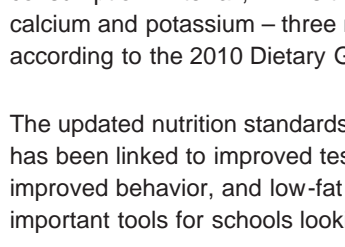
Fuel Up to Play 60 is proving to be a program that can help schools create a healthier environment for students – the program's first "report card" since launching in 2009 shows that schools are making the grade. Results include:

- Nationwide, **more than 70,000 schools** serving about 36 million students are enrolled in Fuel Up to Play 60.
- On average, **7.5 million students nationwide are actively involved** in the program.
- **48 percent of schools** have taken action to **improve the healthy eating or physical activity** environment and opportunities available to students.

School districts across the country are working to improve their overall health and wellness environment – a goal that is often accompanied by significant challenges. After all, there's little value in revamping school menus if the end result is fewer students participating in meals. That's why Fuel Up to Play 60 takes a collaborative approach, putting students in charge of their own health. Through customizable program aspects, schools are empowered to let the students be the leaders in making positive, sustainable changes.

For more information on Fuel Up to Play 60's progress, check out the [press release](#) and [infographic](#).

New School Meal Standards Recognize the Unique Nutrient Package of Dairy Foods



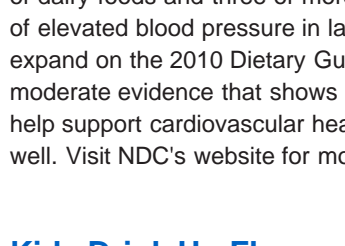
The U.S. Department of Agriculture (USDA) recently released updated Nutritional Standards for School Meals to help ensure students have a healthy breakfast and lunch each day as well as the opportunity to develop healthy eating patterns for life. The Standards require that either fat-free flavored milk or low-fat or fat-free white milk be offered with each school meal. By the age of 4 years, Americans fall below the Dietary Guidelines for Americans' recommended daily intake on average, and requiring schools to offer low-fat or fat-free milk with every meal can help children come closer to meeting federal recommendations for dairy consumption. After all, milk is the number one food source of vitamin D, calcium and potassium – three nutrients lacking from many children's diets, according to the 2010 Dietary Guidelines for Americans.

The updated nutrition standards go beyond lunch. Eating a healthy breakfast has been linked to improved test scores and grades, better attendance and improved behavior, and low-fat and fat-free milk, cheese and yogurt are important tools for schools looking to start the day in a nutritious way.

For more information about dairy's important role in child nutrition, check out NDC's information on [nutrition in schools](#) or follow [@NIDairyCouncil](#) on Twitter.

Breaking News and Research

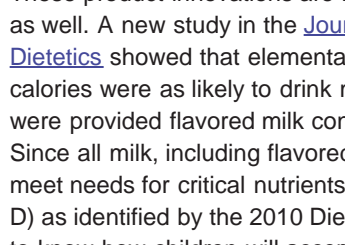
You're Never Too Young to Think about Your Heart



Did you know that today, one in three Americans has some form of heart disease? Given that risk factors begin as early as childhood, you're never too young to show your heart a little extra love. February is American Heart Month and a perfect time to embrace easy lifestyle changes that can help support your heart, such as eating nutrient-rich foods like low-fat and fat-free milk, cheese and yogurt as part of a healthy, balanced diet.

According to new research in [BJN](#), teen girls who ate two or more servings of dairy foods and three or more servings of fruit each day had a lower risk of elevated blood pressure in late adolescence. These results reinforce and expand on the 2010 Dietary Guidelines for Americans findings that there is moderate evidence that shows intake of low-fat and fat-free dairy foods may help support cardiovascular health not only in adults, but in adolescents as well. Visit NDC's website for more on [dairy and heart health](#).

Kids Drink Up Flavored Milk with Fewer Calories!

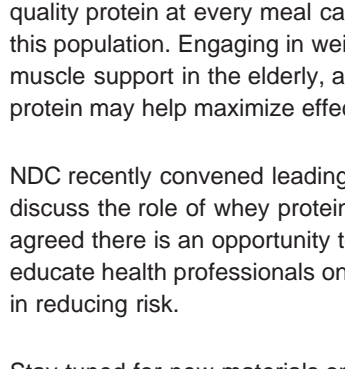


All milk, including flavored milk, contains nine essential nutrients needed for good health. To meet the needs of the evolving school nutrition environment, since 2006, the U.S. dairy industry has reduced added sugars by 38 percent in the flavored milk offered in schools. Today, the majority of milk in schools is 150 calories or fewer – approximately just 31 more calories than white milk.

These product innovations are receiving a warm welcome in the lunch line as well. A new study in the [Journal of the Academy of Nutrition and Dietetics](#) showed that elementary students drinking flavored milk with fewer calories were as likely to drink most of their milk as those students who were provided flavored milk containing slightly more calories and sugar. Since all milk, including flavored milk, helps Americans - especially children - meet needs for critical nutrients of concern (calcium, potassium and vitamin D) as identified by the 2010 Dietary Guidelines for Americans, it is important to know how children will accept these new milk products.

For more on flavored milk's nutrient contribution, visit NDC's [Flavored Milk Education Kit for Health Professionals](#) or read the [Dairy Council Digest: "Why Flavored Milk is a Nutritious Choice for Children."](#)

An Effective Whey to Support Healthy Aging



There are more people 65 years and older living in the United States than the populations of New York City, London and Moscow combined! Therefore, a substantial percentage of the population may be affected by Sarcopenia, or age-related muscle loss.

Considering that, on average, people lose about half a percent of muscle mass yearly beginning as early as 30 years of age, intervention needs to start early. The good news is that there is potential to slow muscle loss through simple lifestyle changes like consuming a higher-protein diet. Findings from a [review article](#) show diets that include at least 20 grams, and as high as 30 grams, of high-quality protein at every meal can help promote muscle growth over time in this population. Engaging in weight training exercise is also important for muscle support in the elderly, and the authors found that about 40 grams of protein may help maximize effects of resistance exercise.

NDC recently convened leading nutrition researchers and dietitians to discuss the role of whey protein in healthy aging and Sarcopenia. The group agreed there is an opportunity to elevate awareness of Sarcopenia and to educate health professionals on the importance of nutrition and exercise in reducing risk.

Stay tuned for new materials on the role of whey protein in healthy aging and visit NDC's website to download [recipes and resources on whey](#).

MyPlate News You Can Use



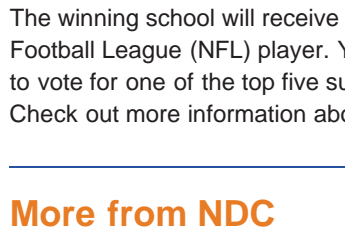
The USDA recently introduced [SuperTracker](#), an easy-to-use online tool to help people track diet and physical activity habits, as well as learn more about the nutrition profiles of more than 8,000 foods. The SuperTracker features virtual coaching, weight tracking and journaling to help users stay on track towards meeting their goals.

In other MyPlate news, check out the [winning videos](#) from the MyPlate Fruits and Veggies Challenge to learn some fun and creative ways to fill half your plate with fruit and vegetables. And don't forget to "[Enjoy your food, but eat less](#)," which means Americans can enjoy their meals, but should aim to adjust what and how much is on their plate. According to MyPlate, "Healthy meals start with more vegetables and fruits and smaller portions of protein and grains. And don't forget dairy – include fat-free or low-fat dairy products on your plate, or drink milk with your meal."

Want to receive more updates on the latest dairy research? [Subscribe](#) to *Dairy Research Insights*, the Dairy Research Institute's monthly e-newsletter.

Fuel Up to Play 60

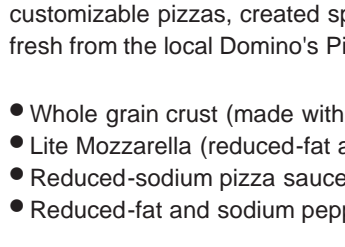
Fuel Up to Play 60 Challenge Winner Gets the Surprise of a Lifetime



Teachers at Marshall Middle School in Janesville, Wisconsin gave 13-year-old Chase Glissendorf the surprise of a lifetime when they told him he was chosen as the winner of two Super Bowl tickets. Marshall Middle School was granted the tickets after receiving the most votes for their "Back to School, Back to Football" video, part of a Fuel Up to Play 60 Challenge. Chase was beyond excited and announced he would be bringing his dad to the big game.

For more on Chase and his Super Bowl win, read the [story](#) from his local NBC affiliate and view the [winning video](#). And be sure to check out all of the [Fuel Up to Play 60 Challenges](#).

Action! Cameras are rolling for the next Fuel Up to Play 60 Challenge!



Fuel up to Play 60 students will have the chance to get active over the next couple months via the Physical Activity Skit Challenge. The Challenge, which is happening now through March 26, allows kids to show off their acting skills by taking part in a skit that showcases how their school gets active.

The winning school will receive a visit from an active or alumni National Football League (NFL) player. You can view the videos now and will be able to vote for one of the top five submissions at [SchoolTube.com](#) in April. Check out more information about the challenge at [FuelUpToPlay60.com](#).

More from NDC

A New Spin on Pizza



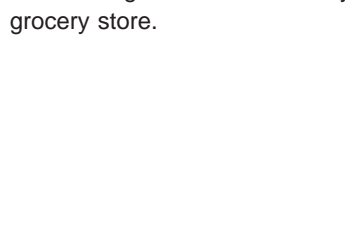
Domino's Pizza® is striving to be a part of the solution when it comes to promoting healthy, active lifestyles for young people. Two years ago, Domino's Pizza launched its Domino's® Smart Slice school lunch program, which is now in more than 330 school districts around the country. This line of nutritious and customizable pizzas, created specifically for schools, is delivered hot and fresh from the local Domino's Pizza store. Domino's Smart Slice features:

- Whole grain crust (made with 51% white whole-wheat flour)
- Lite Mozzarella (reduced-fat and sodium)
- Reduced-sodium pizza sauce
- Reduced-fat and sodium pepperoni

According to NPD Group research, of those students surveyed who select any kind of pizza for lunch at school, only 25 percent say they "like it a lot" and that "it tastes great." Domino's is working to improve that statistic by delivering a nutritious, tasty and kid-approved solution that helps increase school meal participation – a win-win for students and school nutrition directors.

Domino's Smart Slice is a great example of innovative health and wellness solutions to answer consumer and public health needs. For more information, visit [Domino's website](#) and submit any feedback or questions to shannon.yuen@dominos.com.

Dairy in a Vegetarian Diet



Anjali Shah, food writer and author of [The Picky Eater](#), is a vegetarian who, despite the many milk alternatives that exist, chooses dairy as a staple source of protein and calcium in her diet because of its versatility, flavor and nutritional profile. Why does she consider milk and other dairy foods the healthiest option? See what she had to say in a recent post on NDC's [The Dairy Report](#).

"Take milk for example. One serving of 1 percent milk (an 8 oz glass) has only about 100 calories, 8 grams protein, 30 percent of your daily value (DV) of calcium, 25 percent DV vitamin B12 as well as potassium, phosphorus, vitamin A, vitamin B12, riboflavin and niacin (niacin equivalents). And the best part is, milk and other dairy foods are available everywhere and is an easy way to make a dish vegetarian-friendly, while still maintaining a good amount of protein in the dish."

Try some of Anjali's favorite recipes below, which include a variety of dairy foods.

- [Chocolate Brownie Oatmeal](#)
- [Butternut Squash Soup and Parmesan](#)

Cuddle Up on Cold Winter Days with this Nutritious Treat



Unfortunately winter isn't quite over, but don't fret – warm up with a nutrient-rich [Vanilla Mochaccino!](#) Not only does it taste great, it provides one of the three daily servings of dairy as recommended by the 2010 Dietary Guidelines for Americans for people nine years and older.

For more recipes, visit the [Recipes](#) section of [nationaldairyCouncil.org](#).

Dairy Fact of the Month

Ever wondered how long milk takes to get on the shelf? Turns out it isn't long at all! On average, it only takes about two days for milk to get from the farm to your local grocery store.

Enjoy your food, but eat less

You can enjoy your meals while making small adjustments to the amounts of food on your plate. Healthy meals start with more vegetables and fruits and smaller portions of protein and grains. And don't forget dairy – include fat-free or low-fat dairy products on your plate, or drink milk with your meal.

For more tips visit [ChooseMyPlate.gov](#)

