

The Dairy Download

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Welcome to the New Dairy Download

Welcome to the new Dairy Download! With this new layout, we hope to provide you with the latest nutrition research information, educational resources and National Dairy Council news every month. We also welcome your feedback on what you'd like to see in coming editions. Please share your ideas by posting on our [Facebook page](#) or via [Twitter](#).



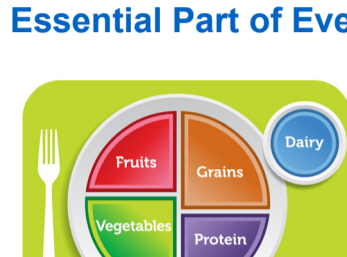
June is National Dairy Month

This month, we hope you'll celebrate 30 Days of Dairy with National Dairy Council. On average, Americans are currently only consuming about two dairy servings per day, missing out on important nutrients. Adding just one more

daily serving of low-fat or fat-free dairy can help fill some of America's nutrient gaps, including three of the four nutrients of concern identified by the 2010 Dietary Guidelines — calcium, vitamin D and potassium. Follow us on [The Dairy Report](#), and the [NDC Facebook](#) and [Twitter](#) pages, where we'll be sharing ideas on how you can close the dairy gap every day. Visit [NationalDairyCouncil.org](#) to download the new [30 Days of Dairy tip sheet](#).

Breaking News and Research

U.S. Department of Agriculture Highlights Dairy as an Essential Part of Every Meal with MyPlate

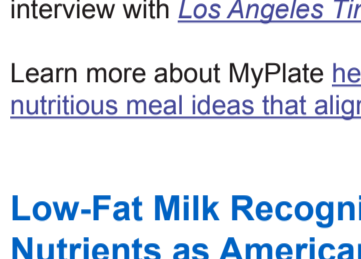


The shape may have shifted from pyramid to plate, but the message remains the same: dairy needs to be an important part of the daily diet, for adults and children alike. The newly announced MyPlate education tool provides a clear and visual message that a healthy diet is comprised of a variety of nutrient-rich foods, including low-fat and fat-free milk, cheese and yogurt. MyPlate, which replaces MyPyramid, includes a light blue circle depicting a serving of "Dairy" – milk, cheese or yogurt – next to the dinner plate to illustrate how to build a healthy eating plan, including a serving of dairy at every meal.

MyPlate is rooted in the 2010 Dietary Guidelines for Americans, released in January of this year, which recommends that Americans ages nine years and older consume three servings of low-fat or fat-free dairy every day. Recently, NDC's Ann Marie Krauthem spoke with NPR and Los Angeles Times about MyPlate and dairy's important role in the diet. Read the full interview with [Los Angeles Times](#) and listen in on [NPR.com](#).

Learn more about MyPlate [here](#) and visit [NationalDairyCouncil.org](#) for tasty, nutritious meal ideas that align with the 2010 DGA recommendations.

Low-Fat Milk Recognized as Valuable Source of Nutrients as American Academy of Pediatrics Cautions Against Sports and Energy Drinks



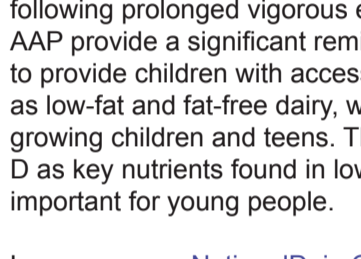
A new clinical report from the American Academy of Pediatrics (AAP) provides an important reminder to parents and pediatricians about recommended beverage consumption for children, noting that children should consume nutrient-rich low-fat or fat-free milk with meals. The report, "[Sports Drinks and Energy Drinks for Children and Adolescents: Are They Appropriate?](#)", is published in the June 2011 issue of Pediatrics and examines

how sports and energy drinks are being misused and provides guidance to eliminate consumption of energy drinks and to decrease or eliminate consumption of sports drinks by children and adolescents.

AAP recommends parents use water to rehydrate and low-fat or fat-free milk to meet nutrient needs. AAP also notes that low-fat milk, which is a good source of protein, is a good option for use as a protein-recovery drink following prolonged vigorous exercise. These new recommendations from AAP provide a significant reminder that in and out of school, it's important to provide children with access to nutrient-rich foods and beverages, such as low-fat and fat-free dairy, which are important sources of nutrients for growing children and teens. The new report calls out calcium and vitamin D as key nutrients found in low-fat and fat-free milk, which are particularly important for young people.

Learn more on [NationalDairyCouncil.org](#).

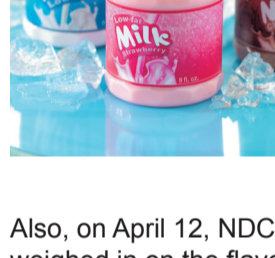
Nutrient-Rich Flavored Milk Returns to the Lunch Room



Fairfax County, Virginia schools recently announced that flavored milk will return to its lunch rooms, following a reformulation. The new milk in Fairfax meets the District's requirements for the elimination of high fructose corn syrup without adding more sugar and it still packs the same nutritional punch as the old formula with calcium, potassium, phosphorus, protein, vitamins A, D and B12, riboflavin and niacin (niacin equivalents). Read more on [The Dairy Report](#).

Also, on April 12, NDC's Executive Vice President Greg Miller, Ph.D. weighed in on the flavored milk debate during a *Washington Post* live chat with Ann Cooper. Read a transcript of this conversation on [WashingtonPost.com](#). The conversation surrounding flavored milk also continued with additional coverage in the *Wall Street Journal* and an article by Rachel K. Johnson, Ph.D., R.D, editor for *Eating Well Magazine*, on [Yahoo News](#).

New Study Supports Role of Low-Fat Chocolate Milk in Exercise Recovery



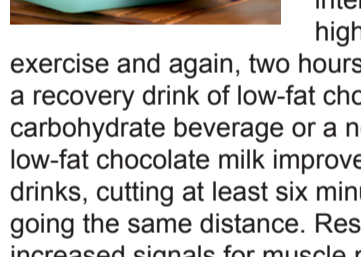
A new study, "Post-exercise Carbohydrate-Protein Supplementation Improves Subsequent Exercise Performance and Intracellular Signaling for Protein Synthesis," adds to a growing body of research supporting the benefits of low-fat chocolate milk in aerobic performance and exercise recovery. The study, published in the *Journal of Strength and Conditioning Research*, focused on 10 trained endurance cyclists and tri-athletes who cycled for 90 minutes at moderate intensity prior to performing ten minutes of high-intensity intervals. Immediately following

exercise and again, two hours following exercise, participants consumed a recovery drink of low-fat chocolate milk, a calorie and fat-matched carbohydrate beverage or a non-calorie flavored water. Results showed that low-fat chocolate milk improved cycling performance more than the other drinks, cutting at least six minutes on average off the athletes' ride time for going the same distance. Results also showed that low-fat chocolate milk increased signals for muscle protein synthesis, which leads to the repair and rebuilding of muscles, and was more effective than water in restoring carbohydrate fuel in the muscle.

These findings support previous research that shows from bone building to muscle strengthening, the nutrients in chocolate milk provide a variety of positive health benefits. Learn more about milk's role in sports nutrition at [NationalDairyCouncil.org](#).

Fuel Up to Play 60 Rounds out 2010-2011 School Year with Great Success

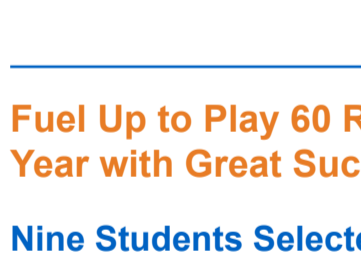
Nine Students Selected to Serve as National Student Ambassadors



Nine students have been chosen to serve as National Student Ambassadors to Fuel Up to Play 60, the program's most elite leadership position. The National Student Ambassadors demonstrate exceptional leadership among their peers, help implement positive nutrition and fitness changes in their schools and play an active part in shaping the program.

[Learn more about the National Student Ambassadors on FuelUpToPlay60.com.](#)

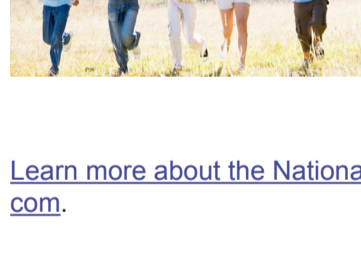
Students Record a Year of Fuel Up to Play 60



Fuel Up to Play 60 students recently created their final Challenge submissions for the 2010-2011 school year. Nearly 500 students celebrated an exciting year of Fuel Up to Play 60 by creating a "yearbook" of Fuel Up to Play 60 highlights. With videos, photos and blog posts, students showed how they will maintain the Fuel Up to Play 60 spirit throughout the summer. View Challenge #5 submissions on [Fuel Up to Play 60's SchoolTube page](#).

More from NDC

Bringing the 2010 Dietary Guidelines to Life: The Latest Resources from National Dairy Council



The latest edition of The Dairy Council Digest, "The 2010 Dietary Guidelines for Americans: An Overview," details the two overarching themes of the 2010 DGA – balancing calories to manage body weight through all life stages and choosing nutrient-dense foods and beverages. Similar to the 2005 DGA, the new DGA acknowledges the important role of dairy foods as part of a healthful diet. [Learn more.](#)

Also, a recording of National Dairy Council's 2010 DGA webinar that took place on March 7 is now available on [NationalDairyCouncil.org](#). The webinar, originally viewed by more than 1,000 attendees, provides information for ways that health and nutrition professionals can implement the recommendations with their patients and clients. After viewing the recording, complete the survey and certificate to receive 1.5 continuing education credits from the American Dietetic Association.

[View the 2010 DGA Webinar.](#)
[Visit the NDC Dietary Guidelines Resource Center for access to:](#)

- Video highlighting key nutrition guidance in the 2010 Dietary Guidelines
- Downloadable information graphics on added sugars content in beverages and improving diet quality with three servings of a dairy a day
- National Dairy Council's media release highlighting dairy's key role in a nutrient-rich diet
- Links to National Dairy Council's Facebook page, @NtDairyCouncil Twitter profile, The Dairy Report and FuelUpToPlay60.com