

The Dairy Download

In This Issue:

Dairy May Help Reduce the Risk of Health Problems that Impact Many Americans

Raw Milk and Food Safety

Celebrate Nutrient-Rich Foods during National School Lunch Week

Students Show Fuel Up to Play 60 Spirit

Fuel Up To Play 60 Students Star as Cooking Show Hosts

Department of Education and NFL Player Kick Off Back-to-School at Cleveland Middle School

"Top Chef" Alum Carla Hall and Fuel Up to Play 60 Offer Back-to-School Tips

Fuel Up to Play 60 Joins in the Fun at Million PALA Challenge Celebration

An Educational Ride at September's AAFP Meeting

The Lactose Intolerance Lowdown

Look for NDC at these Upcoming Meetings

Connect



Blog

[the dairy report](#)

Visit Our Websites:



Breaking News and Research

Dairy May Help Reduce the Risk of Health Problems that Impact Many Americans



One-third of American adults are affected by cardiometabolic syndrome, a cluster of health conditions including high blood pressure, high blood sugar and high blood lipids. These can, in turn, lead to heart disease or type 2 diabetes.

However, new [research](#) suggests that dairy foods – specifically the components that can be found in them, like vitamin D, calcium, magnesium, potassium, whey proteins or the combination of these – may help to reduce risk of these problems and subsequent diseases. The 2010 Dietary Guidelines for Americans recommends three cups of low-fat or fat-free milk or milk products for most people, as part of a balanced diet.

Raw Milk and Food Safety



The [Centers for Disease Control and Prevention](#) (CDC) estimates that about one in six Americans (that's 48 million people) get sick because of foodborne illness each year. When it comes to dairy products, the CDC warns that when consumed raw, "milk and products made from milk (including certain cheeses, ice cream, and yogurt) can pose severe health risks." That's why milk products need to be pasteurized (or quickly heated) in order to get rid of bacteria and other germs that can lead to illness.

Don't fret, however, because "pasteurization does not significantly change the nutritional value of milk," according to the CDC. It is still nutrient-rich and contains protein and carbohydrates. Visit the CDC's recently updated [Food Safety and Raw Milk](#) site for more information on raw milk.

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

Fuel Up to Play 60

Celebrate Nutrient-Rich Foods during National School Lunch Week



October 10 – 14 is the School Nutrition Association's (SNA) [National School Lunch Week](#), marking the culmination of SNA's three-month "Let's Grow Healthy" campaign. "Let's Grow Healthy" aims to help students understand the origins of their food and the importance of eating nutrient-rich foods at lunch to help them grow strong and healthy.

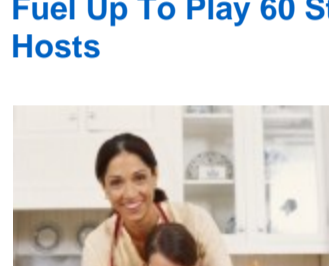
Educators, are you looking for ways to increase access to nutritious foods in your schools? Fuel Up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools by giving students access to wholesome foods and physical activity. Visit [FuelUpToPlay60.com](#) to join the movement.

Students Show Fuel Up to Play 60 Spirit



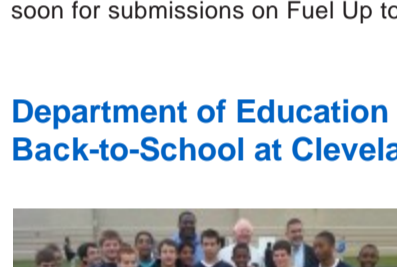
Fuel Up to Play 60 students have been hard at work creating submissions for the Back-to-School, Back-to-Football Challenge, which ends on October 10. Participants are asked to show how they're kicking off Fuel Up to Play 60 this school year by creating a commercial. The national winner, to be announced in November, will receive a Super Bowl prize package for two! Visit Fuel Up to Play 60's [SchoolTube page](#) to view submissions, and don't forget to check back in November to see who wins!

Fuel Up To Play 60 Students Star as Cooking Show Hosts



With the abundance of cooking shows today, everyone wants to be the star of their own show! Coming up in November, students will get their chance when Fuel Up to Play 60 launches the [Cooking Show Challenge](#). Students will act as the host of their own cooking show and showcase how the whole school is involved in preparing nutrient-rich foods. The winner will be selected in February and rewarded with a visit from a National Football League (NFL) player to a winning school during lunch. The Challenge ends January 2 – check back soon for submissions on Fuel Up to Play 60's [SchoolTube page](#).

Department of Education and NFL Player Kick Off Back-to-School at Cleveland Middle School

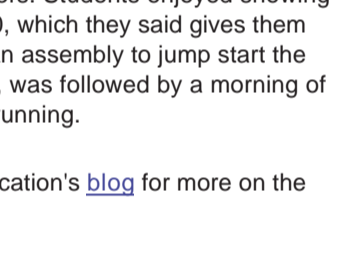


On September 6, the Department of Education and American Dairy Association Mideast hosted a Back-to-School kickoff event in Cleveland, Ohio at Solon Middle School. Michael Yudin, U.S. Department of Education Deputy Assistant Secretary for Elementary and Secondary Education, joined retired Detroit Lions NFL player Lomas Brown and representatives from [Fuel Up to Play 60](#) to encourage healthy food choices and physical activity among the school's 400 eighth graders. Students enjoyed showing off how they participate in Fuel Up to Play 60, which they said gives them ideas for staying active and being healthy. An assembly to jump start the new school year, complete with a milk toast, was followed by a morning of outdoor fun filled with football, Frisbee and running.

Be sure to check out the Department of Education's [blog](#) for more on the event.

"Top Chef" Alum Carla Hall and Fuel Up to Play 60 Offer Back-to-School Tips

In order to help parents get the school year started on the right foot, "Top Chef" alum Carla Hall offered tips on healthy eating at school and encouraged exercise during several TV and radio interviews nationwide. Check her out on ["The Morning Blend"](#) and [ABC 36 News](#), and find some of her great tips below:



- **Don't Get Hung Up:** Don't allow yourself to be frustrated by trying to create the perfect meal for your kids – as long as you work towards providing them with nutrient-packed foods, it's all good!
- **Create a Game Plan:** Prepare in advance, plan out the lunches and snack needs for your kids' busy schedules.
- **Make Good Food...the Easy Way!** Food does not have to be homemade to be nutritious – feel free to reach for good-for-you, on-the-go options like low-fat and fat-free string cheese, yogurt, baby carrots or an apple.
- **Have Fun:** Making meals together can be a fun activity to teach kids about the value of building a colorful and nutritious meal for themselves.
- **Prioritize Physical Activity:** Now that you have cleared up some time in your schedule, plan activities that help achieve at least 60 minutes daily of physical activity – from taking a walk after dinner to playing catch in the backyard.

Fuel Up to Play 60 Joins in the Fun at Million PALA Challenge Celebration

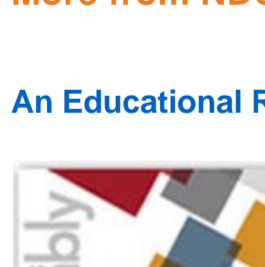


In partnership with the President's Council on Fitness, Sports and Nutrition (PCFSN), Fuel Up to Play 60 secured the participation of more than 80,000 youth and adults to help meet the "Million (PALA) Challenge," which aimed to motivate one million Americans to achieve the President's Active Lifestyle Award (PALA) from September 2010 – September 2011. The Million PALA Challenge was launched by U.S. Health and Human Services Secretary Kathleen Sebelius,

first lady Michelle Obama's *Let's Move!* initiative and PCFSN. Fuel Up to Play 60's efforts to help achieve this goal by harnessing the program's network of more than 70,000 schools did not go unnoticed – on Saturday, September 24, Secretary Sebelius honored Fuel Up to Play 60 as a leading partner of PCFSN at the Million PALA Challenge celebration in Washington, D.C. Read the press release about the event [here](#).

More from NDC

An Educational Ride at September's AAFP Meeting



As a partner of the American Academy of Family Physicians (AAFP), National Dairy Council had a strong and successful showing at the [AAFP Scientific Assembly](#) on September 14 – 17 in Orlando, Fla. At the booth, physicians trialed Lactaid™ yogurt, which proved to be a big hit, reaffirming that there are options for those who are lactose intolerant. NDC also hosted two sessions:

- Dr. Jeanette Keith, gastroenterologist, spoke on "Understanding the Unintended Consequences of Dairy Avoidance for Patients with Lactose Intolerance."
- Dr. Millard Collier, a family practitioner, served as a panelist to discuss "Making Wellness a Part of the Game Plan with Fuel Up to Play 60."

The Lactose Intolerance Lowdown



On October 18, the National Dairy Council will sponsor a webinar on lactose intolerance among various ethnic groups. Jeanette Keith, MD, and Cecilia Pozo Fileti, MS, RD, President of Latino Health Communications, will lead the discussion on lactose intolerance management and strategies for the different groups. Read more about it [here](#), and while you're at it, register for the webinar!

Upcoming Engagements

Look for NDC at these Upcoming Meetings

[American Academy of Pediatrics National Conference & Expo \(NCE\)](#)
October 15-18, Boston, MA

[The American College of Sports Medicine Conference on Physical Activity, Cognitive Function, and Academic Achievement](#)
November 17-18, Washington, D.C.

For a full schedule of upcoming engagements, visit [NationalDairyCouncil.org](#).

Brought to you by the NATIONAL DAIRY COUNCIL

Need information for a story or interested in speaking with a [nutrition expert](#)?
Looking for [local dairy council](#) contacts?

Have ideas you'd like us to consider? We welcome your feedback!

This email was sent by the National Dairy Council®
10255 W Higgins Road, Suite 900
Rosemont, IL, 60018, USA

©2011 National Dairy Council © Fuel Up is a service mark of National Dairy Council. 2011 NFL Properties LLC. All NFL-related trademarks of the National Football League.



[Subscribe](#)
[Forward this Newsletter](#)
[Unsubscribe](#)