



A Dairy Exciting Month!

JUNE

In honor of June Dairy Month 2008, have a seat, pour yourself a nice cold glass of milk, and learn a little bit about the history of the celebration and the tremendous importance of the dairy industry today.

CELEBRATING THE DAIRY industry and its role in our society has been an annual tradition for more than 70 years. What was once known as National Milk Month (and held June 10 – July 10) began in an attempt to help stabilize dairy market sales during peak production. The original theme, *Keep Youthful – Drink Milk*, still holds legitimate value in more recent Dairy Month promotions, as the many healthy qualities of dairy continue to emerge. In 1939, “June Dairy Month”

became the official title and promotions shifted from the original milk-mindset to include all dairy products.

Dairy Month activities are celebrated throughout the country in many ways, including dairy food demonstrations, dairy princess contests, product samples, cattle shows, cow milking contests, parades, festivals, and milk chugging contests, to name a few.

Today, Dairy Month, true to its origins, continues to promote an increased use of dairy products, but now does so

by reminding consumers of the powerful health benefits low and reduced fat dairy products have to offer and the vital nature of the dairy industry on local economies. In addition, Dairy Month makes an effort to honor dairy producers for their diligent hard work in generating a healthy, wholesome product for us to enjoy.

It's Dairy Nutritional

Everyone knows that dairy products are rich in calcium, a nutrient that helps us build and maintain strong bones and teeth and avoid osteoporosis, but did you know that it is also the nutrient most likely to be in short supply in the typical American diet? More than 75 percent of Americans are not meeting the current dietary recommendation for

calcium, which, in addition to maintaining strong bones and teeth, also plays an important role in nerve function, muscle contraction, and blood clotting.

Calcium absorption from soy beverages is 25 percent less efficient than from milk, and it may be poorly absorbed from foods such as spinach, sweet potatoes, beans, and nuts because

of high levels of certain types of acids. Since milk and dairy products provide around two-thirds of the calcium in adult diets and 72 percent of the calcium available in the nation's food supply, obviously some of us are forgetting to get our three daily dairy servings in! (Current American dietary guidelines recommend three daily servings of low-

fat or fat-free milk or milk products.)

Calcium is only the beginning of dairy's wide nutritional spectrum. Dairy foods contribute significant amounts of other nutrients available in the nation's food supply, including phosphorus, riboflavin, vitamin A, vitamin B₁₂, protein, and potassium, yet they only account for 9 percent of the food supply's total calories. The nutritional value of dairy cannot be substituted with a fortified food or a dietary supplement because of the unique combination of nutrients. (See "8 oz. of Nutrition" sidebar for more information on the vast array of nutrients found in a single serving of milk.)

Because of these powerful contributors, dairy has also been attributed to reduced risk of hypertension, cardiovascular disease, some types of cancer, Type 2 diabetes and weight gain.



8 oz. of Nutrition

Eight ounces of milk may not seem like much, but just this one small serving can help you in your pursuit of nutritional nirvana. Read on to discover just how powerful milk's nutrient package really is ...

Eight Ounces of Milk has:

Calcium (30% Daily Value)	Calcium helps build and maintain strong bones and teeth, prevent osteoporosis, and also plays an important role in nerve function, muscle contraction, and blood clotting.
Vitamin D (25% Daily Value)	When fortified, milk is one of the few dietary sources of this nutrient. Vitamin D helps promote the absorption of calcium and improves bone mineralization.
Riboflavin (24% Daily Value)	Riboflavin, also known as vitamin B ₂ , helps convert food into energy for the body. This process is crucial for exercising muscles.
Phosphorus (20% Daily Value)	Phosphorus helps strengthen bones and generates energy in the cells of the body.
Protein (16% Daily Value)	Protein builds and repairs muscle tissue, and serves as a source of energy during exercise. Protein from dairy is considered high quality, meaning it contains all of the essential amino acids.
Vitamin B ₁₂ (13% Daily Value)	Vitamin B ₁₂ helps build red blood cells that carry oxygen from the lungs to the muscles.
Potassium (11% Daily Value)	Potassium regulates bodily fluid balance and helps maintain normal blood pressure. It is also necessary for muscle activity and contraction.
Vitamin A (10% Daily Value)	Vitamin A helps preserve normal vision and skin. It also regulates cell growth and immune system function.
Niacin (10% Daily Value) (or Niacin equivalent)	Niacin is involved in the metabolism of sugars and fatty acids. It is important for the normal function of bodily enzymes.

It's Dairy Important for Weight Management

Studies examining dairy consumption in various population groups indicate that those who consume greater amounts of dairy tend to weigh less than those who consume less dairy. Research has also shown that individuals following reduced-calorie diets who consume 3 daily dairy servings have more success in losing weight and body fat than those cutting calories and consuming inadequate amounts of dairy. Additionally, researchers have discovered that while the short-term effects of dairy on body composition may be small, consuming larger amounts of dairy calcium may lead to the prevention of age-related fat gain or be beneficial for maintaining weight.

There are currently three main theories on how the dairy-weight management connection works. The first theory



Dairy Fun Facts

America's dairy industry is more than milk. It's jobs and economic activity for the people of our country. For more on the impact of the dairy industry, check out these interesting facts from the Midwest Dairy Association™ ...

- An average U.S. dairy cow will produce about 6.2 gallons of milk per day over the course of a typical year.
- Most milk only travels about 100 miles to get to your local grocery store.
- Contrary to popular belief, about 99 percent of U.S. dairy farms are family-owned.
- It takes more than 21 pounds of whole milk to make one pound of butter.
- More than one-third of all milk produced in the United States annually is used to manufacture cheese.
- There are approximately 300 varieties of cheese sold in the U.S.
- If all the cows it takes to produce Pizza Hut cheese stood end to end, they would span the distance between the international space station and Earth at its point closest to the planet (207 miles).
- Vanilla is America's favorite ice cream flavor.
- More ice cream is sold on Sunday than any other day of the week.
- About 700,000 cows are needed to make all the dairy items sold through the Wal-Mart® chain.

is that dietary calcium plays a role in fat breakdown, production, and storage. Another theory indicates that the calcium found in dairy binds fat and decreases fat absorption from the intestinal tract. Finally, research has proven a positive correlation between protein consumption and the satisfaction of feeling "full," indicating that those consuming higher amounts of low-fat dairy products probably consume less overall than their dairy-deprived counterparts.

It's Dairy Safe

Due to government and industry regulations and quality control programs, milk and other dairy items are among the safest, highest-quality food products in the country. More than 95 percent of the milk produced in the United States adheres

to Grade A requirements, meaning it is produced, processed, and pasteurized to conform to specific standards.

Although there are those who believe raw (unpasteurized) milk is as healthful as pasteurized milk, the U.S. Food and Drug Administration considers the consumption of raw milk a serious health risk as it can contain harmful bacteria such as Salmonella, E. coli, and Listeria. There is no scientific evidence that supports the claim that raw milk is more nutritious than pasteurized milk.

The pasteurization process involves heating milk to a minimum temperature of 161 degrees Fahrenheit for more than 15 seconds and then cooling it rapidly. This procedure helps to extend milk's shelf-life and kills many harmful bacteria that can be found in raw milk.

It's Dairy Influential

The dairy industry has much more to offer than a wholesome, nutritional product. The industry creates jobs and stimulates economic activity throughout the country. Without dairy farms, local tax bases would be very different and schools and local businesses would be affected.

More than 60,000 U.S. dairy farms provide milk, cheese, and yogurt to the U.S. and other countries. Dairy is the primary agricultural business in California, Wisconsin, New York, Pennsylvania, Idaho, Michigan, New Mexico, and Vermont. There are dairy farms in all 50 states and in Puerto Rico. In California alone, dairy production contributes more than 45 billion dollars annually to the economy. Wisconsin's dairy industry has more than twice the impact on local economy as the citrus fruit industry does in Florida and about eight times the impact as the potato industry has in Idaho.

The dairy industry accounts for a large portion of the agricultural jobs in the country. Dairy producers also create additional jobs through their use of other goods and services (such as machinery, fuel, and financial services). And, when dairy farmers spend money locally, it creates a multiplier effect of more than two-and-a-half times the original dollar spent.

Although the influence of the dairy industry is probably not something that the average person has spent a great deal of time reflecting upon, now you know that it is something that does have a significant impact on our daily lives. So get out and celebrate June Dairy Month 2008! Have some fun at a local Dairy Month celebration, enjoy extra amounts of delicious low-fat dairy products, or simply say thank you to your local dairy farmer for a job well done. ♦