

WANTED: STRONGER BONES



A healthy meal plan including 3-A-Day of Dairy – a total of three servings of calcium-rich milk, cheese or yogurt every day – combined with physical activity, helps build strong bones to last a lifetime.

With 9 essential nutrients such as, protein, potassium, phosphorus, vitamins A, B₁₂ and D, riboflavin and niacin, in addition to calcium, milk, cheese and yogurt provide a unique combination of nutrients that pack a powerful punch!



The dairy case has something for everyone – with fat free and reduced fat varieties, families can choose milk, cheese or yogurt products to meet everyone's taste and nutritional needs.



The best way to get the calcium you need is by eating and drinking foods that naturally contain calcium. Milk and other dairy products are good sources of calcium; they naturally offer the most calcium per serving. Other sources of calcium include tofu, legumes, some green leafy vegetables and calcium-fortified orange juice.



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and sign-up for the *Get 3!* e-newsletter that's filled with family-friendly recipes, health expert advice, nutrition news and freebie offers.



STRONGER BONES ARE AS EASY AS 1-2-3!

1. Begin Mornings with Dairy

- Parents, be a role model. Enjoy milk with your children every morning – not only will you teach them well, but you'll do your body good too!
- Jump-start your child's day with a smart breakfast by blending lowfat yogurt and fruit for a homemade smoothie.



2. Flavorful Fun for Families

- Studies show that elementary school kids drink 28 percent more milk when offered in "cool" flavors and packages.¹
- Stock up on calcium-packed grab-and-go snacks such as fruit yogurts, cheese cubes and single-serve containers of lowfat milk.



3. Make Meal Time Family Time

- Eating together as a family promotes good eating habits² and improves overall nutrition.³
- Involve kids in creative meal planning. Kids are more likely to eat foods they help prepare.

Nutritious and Delicious

On average, teens drink only 1 glass of milk a day and drink twice as much soda as milk.⁴ Flavored milk is one way children can enjoy great taste and receive nutrients their bodies need. One serving of chocolate milk provides the same combination of 9 essential nutrients as white milk. Kids who drink flavored milk, overall consume more milk and calcium without increasing sugars or total fat in their overall diet.⁵



The Lowdown on Lactose Intolerance

If you think you or your child may be lactose intolerant, talk to your doctor or registered dietitian. Most individuals with lactose intolerance can enjoy yogurt and hard cheeses that are naturally low in lactose, such as Cheddar and Swiss. They can also drink lactose-reduced or lactose-free milk.



NATIONAL DAIRY COUNCIL®

1 The School Milk Pilot Test, American School Food Service Association & The National Dairy Council, September 2002.
 2 National Yogurt Association Web site, <http://www.aboutyogurt.com/kidsNutrition/brainyBreakfasts.asp>.
 3 USDA Continuing Survey of Food Intakes by Individuals, 1994-96, 1998.
 4 School Milk Makes the Grade: Student Nutritional Status Improves with Enhanced Milk Product, National Dairy Council, 2002.
 5 The School Milk Pilot Test, American School Food Service Association & The National Dairy Council, September 2002.