

The Dairy Alliance Youth Wellness
Pre-Workshop Survey



THE DAIRY ALLIANCE

Wellness by the Glass



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Objectives

- Overview of the dairy checkoff
- Review dairy's role in the dietary guidelines
- Understand dairy's contributions to student health
- Review equipment grants available from The Dairy Alliance and the Virginia State Dairymen's Association

The Dairy Alliance



Own, live and share the dairy story.



100 years of providing science-based nutrition information through nutrition education & researched-based communication.



www.usdairy.com



Academy of
Nutrition
and Dietetics

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



AMERICAN ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA



SHAPE
America
SOCIETY OF HEALTH
AND PHYSICAL
EDUCATORS
health. moves. minds.



National
Medical
Association



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Dairy and the Dietary Guidelines

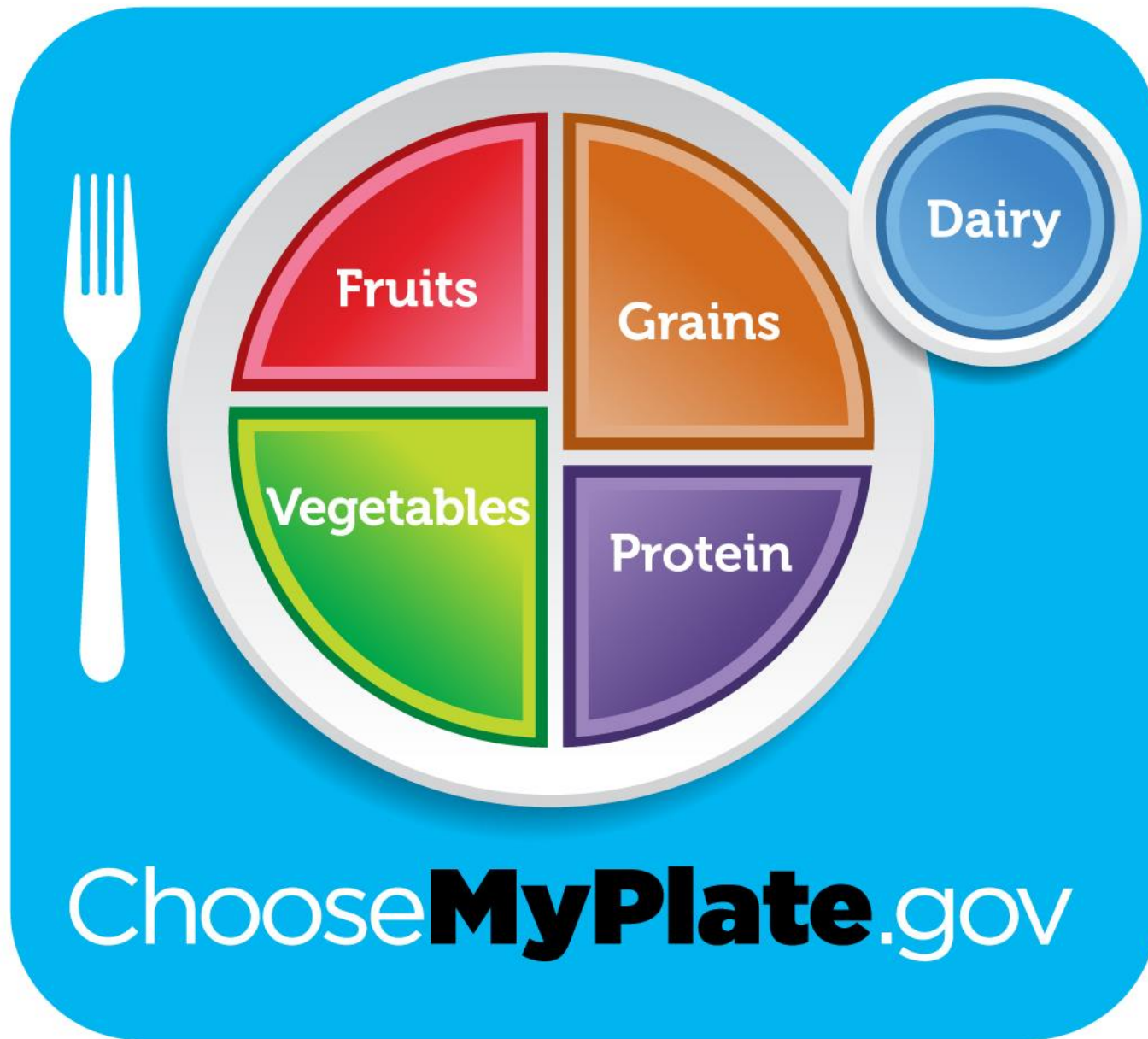


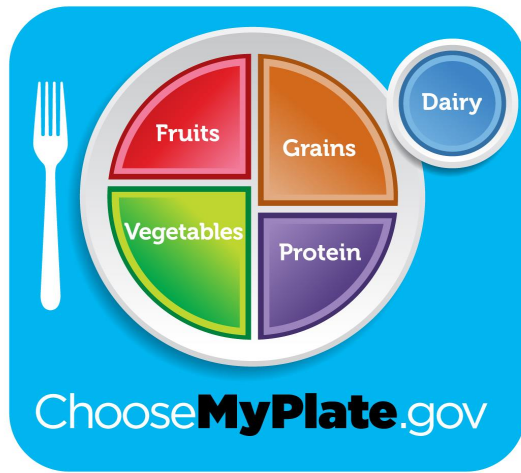
DGA | Dietary
Guidelines
for Americans
2020 - 2025

Make Every
Bite Count With
the *Dietary
Guidelines*



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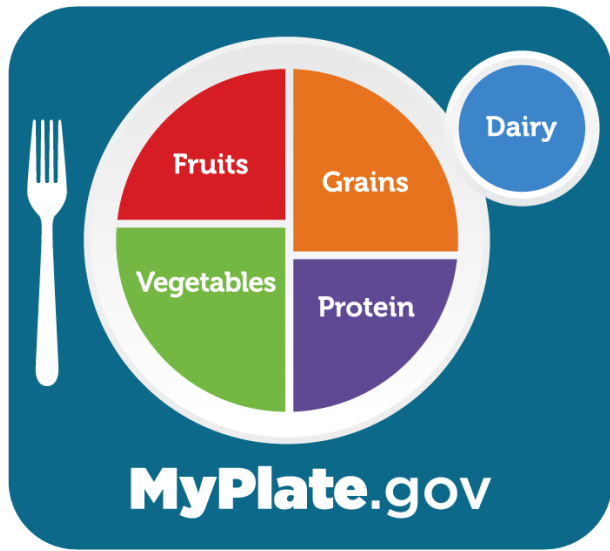




Dairy's Place in Recommendations

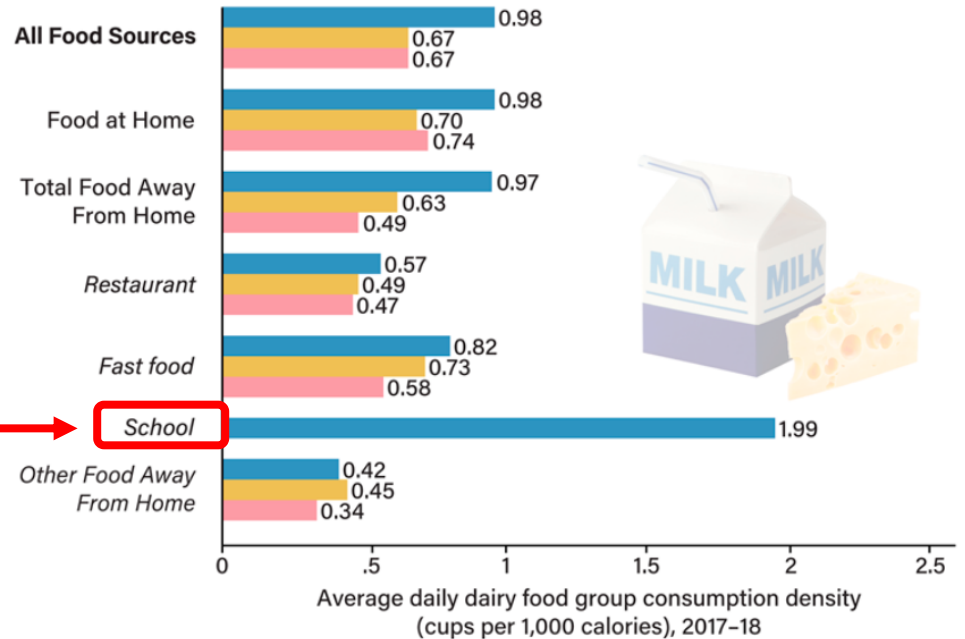
- A healthy eating pattern includes fat-free or low-fat dairy, such as milk, yogurt, cheese.
- “Fortified soy beverage” has been part of the dairy group since 2010
 - Good option for those with a milk allergy
- No other milk alternatives are part of the dairy group

Dairy and the Dietary Guidelines



Average daily dairy food group consumption density by age group and source, 2017-18

USDA Economic Research Service
U.S. DEPARTMENT OF AGRICULTURE



■ Children age 2-19 ■ Adults age 20-64 ■ Seniors age 65 and above

Notes: Other Food Away From Home includes community food programs, street vendors, vending machines, and other places that are not categorized as a restaurant, fast food, or school.

Source: USDA, Economic Research Service Food Consumption and Nutrient Intakes data product.



77% of daily milk intake for low-income children comes from national school meal programs.



13 Ways MILK CAN HELP YOUR BODY

One serving of **MILK** contains many of the essential nutrients your body needs, including:

NDC
NATIONAL DAIRY COUNCIL™

THE DAIRY ALLIANCE
thedairyalliance.com

25% DAILY VALUE



CALCIUM

Helps build and maintain strong bones and teeth.

16% DAILY VALUE



PROTEIN

Helps build and repair tissue. Helps maintain a healthy immune system.

15% DAILY VALUE



VITAMIN D

Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.

20% DAILY VALUE



PHOSPHORUS

Helps build and maintain strong bones and teeth, supports tissue growth.

15% DAILY VALUE



VITAMIN A

Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.

30% DAILY VALUE



RIBOFLAVIN

Helps your body use carbohydrates, fats and protein for fuel.

50% DAILY VALUE



VITAMIN B12

Helps with normal blood function, helps keep the nervous system healthy.

20% DAILY VALUE



PANTOTHENIC ACID

Helps your body use carbohydrates, fats and protein for fuel.

15% DAILY VALUE



NIACIN

Used in energy metabolism in the body.

10% DAILY VALUE



ZINC

Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.

10% DAILY VALUE



SELENIUM

Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.

60% DAILY VALUE



IODINE

Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.

10% DAILY VALUE



POTASSIUM*

Helps maintain a healthy blood pressure and supports heart health. Helps regulate body fluid balance and helps maintain normal muscle function.

*Source: USDA FoodData Central, FDA's Daily Value (DV) for potassium of 4700 mg is based on a 2005 DRI recommendation. In 2019, NASEM updated the DRI to 3400 mg. Based on the 2019 DRI, a serving of milk provides 10% of the DRI. FDA rule-making is needed to update this value for the purpose of food labeling.

Source: USDA FoodData Central online at <https://fdc.nal.usda.gov/>. Mean values calculated from database entries across all fat levels of plain vitamin D-fortified fluid milk in Legacy, Foundation, and Survey (FNDDS) data sources.

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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THE DAIRY ALLIANCE

DAIRY + PLANTS = SUPERFOOD POWER COUPLE of Nutrition

*Cifelli et al. Increasing Plant Based Foods or Dairy Foods Differentially Affects Nutrient Intakes: Dietary Scenarios Using NHANES 2007–2010. *Nutrients* 2016, 8(7), 422; <https://doi.org/10.3390/nu8070422> <https://www.mdpi.com/2072-6643/8/7/422/html>



DAIRY+PLANTS: The SUPERFOOD POWER COUPLE of Nutrition

Dairy foods are an important part of healthy eating styles, especially for flexitarian and vegetarian diets, because they provide high-quality protein and essential nutrients that are often missing from these eating plans.

Proteins from animal food sources are complete, high-quality proteins because they provide all 21 amino acids.

Milk provides 13 essential nutrients including protein, calcium, vitamins A & D and more!

DAIRY + PLANT-BASED DIETS = IMPROVED NUTRIENT INTAKES

"Specific recommendations to increase low-fat and non-fat dairy foods in conjunction to increasing healthy plant-based foods will help to close some of the nutrient gaps currently present among Americans of all ages."

Modeling Scenario	Improved Intakes	Insufficient Intakes
Double usually consumed plant-based foods	Magnesium Iron Folate Vitamin C Vitamin E	Calcium* Vitamin D* Vitamin A Protein
Double milk, cheese, and yogurt	Magnesium Iron Folate Vitamin C Vitamin E	

nutrients
an Open Access Journal by MDPI

NHANES Modeling Study
N=17,387 ≥ 2 years

A 2016 modeling study – utilizing NHANES data, found a mix of plant foods and dairy foods had the best chance of closing nutrient gaps in common diet consumption patterns of Americans.

*Cifelli et al. Increasing Plant Based Foods or Dairy Foods Differentially Affects Nutrient Intakes: Dietary Scenarios Using NHANES 2007–2010. *Nutrients* 2016, 8(7), 422; <https://doi.org/10.3390/nu8070422> <https://www.mdpi.com/2072-6643/8/7/422/html>

THE DAIRY ALLIANCE

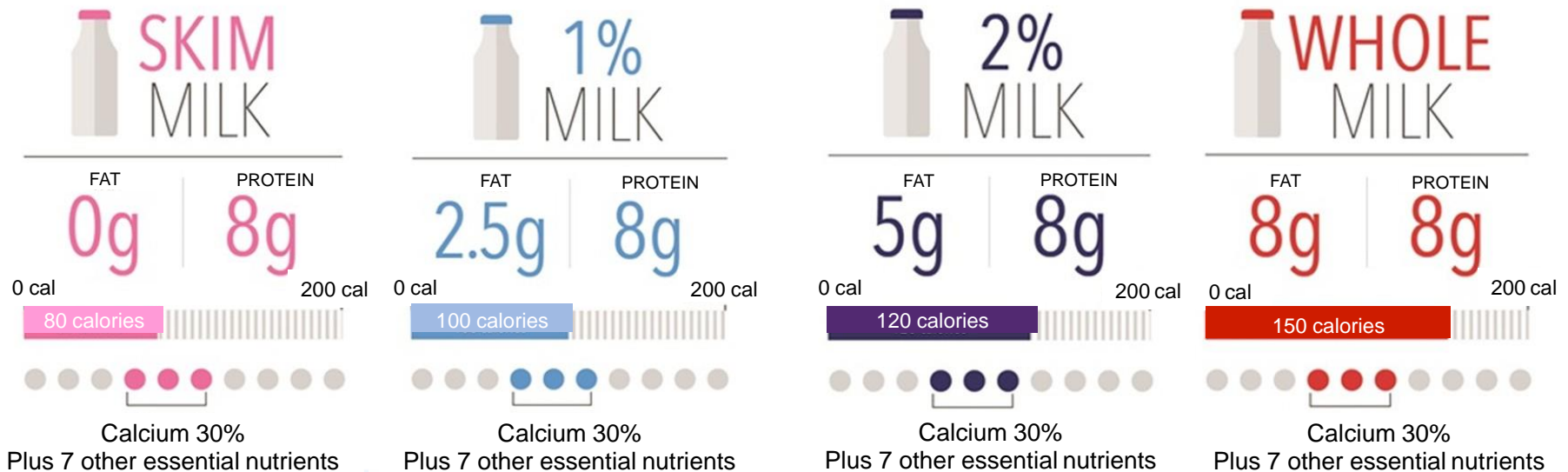
Dairy & Plant-Based Diets



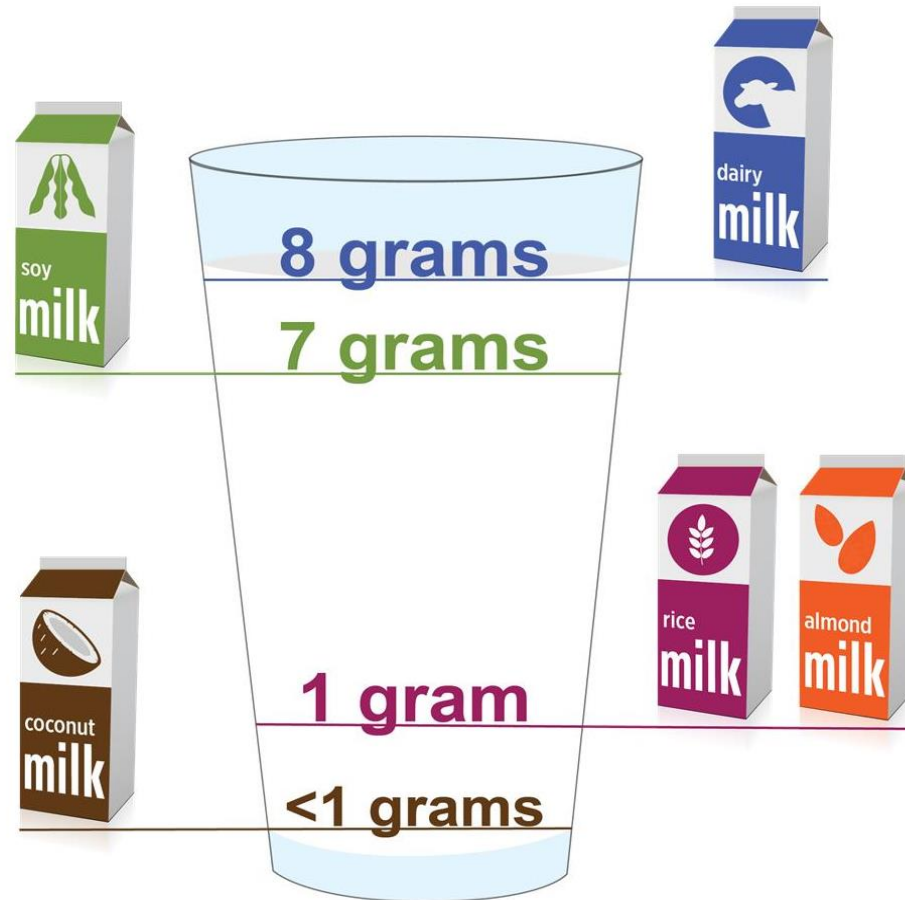
- Together they provide the 4 nutrients of public health concern
- Dairy is an important source of vitamin B12, found primarily in animal products
- Dairy is a source of high-quality complete protein with all the amino acids

Dairy Fills Nutrition Gaps

What's in Your Pour?



Protein Comparison



*There is no standard of identity for milk alternatives so nutrition content may vary by brand

REAL DAIRY
MILK
THERE IS NO ALTERNATIVE

Compare the nutrient content of **cow's milk** to plant-based alternatives.



13



COW'S MILK

All cow's milk varieties – skim, 1%, 2%, whole, flavored, lactose-free – provide the same 13 essential nutrients. Vitamin A is added to low-fat varieties, but is naturally present in whole milk.

CALCIUM
PROTEIN
PHOSPHORUS
RIBOFLAVIN
VITAMIN B12
PANTOTHENIC ACID
NIACIN
ZINC
SELENIUM
IODINE
POTASSIUM*
VITAMIN A
VITAMIN D

9



SOY BEVERAGE

Refined from soybeans, which are natural sources of protein, and fortified with synthetic nutrients.

PROTEIN
SELENIUM
COPPER
CHOLINE
CALCIUM
RIBOFLAVIN
VITAMIN B12
VITAMIN A
VITAMIN D

7



OAT BEVERAGE

Oats are milled in water, enzymes are added, and the bran is separated out before synthetic nutrients are added.

CALCIUM
PHOSPHORUS
RIBOFLAVIN
VITAMIN B12
VITAMIN A
VITAMIN D
POTASSIUM

4



ALMOND BEVERAGE

Made from ground almonds and water, then fortified with synthetic nutrients.

CALCIUM
VITAMIN A
VITAMIN E
VITAMIN D

4



COCONUT BEVERAGE

Coconut flesh is soaked in water, strained to extract liquid, and fortified with synthetic nutrients.

CALCIUM
VITAMIN D
VITAMIN A
VITAMIN B12

FACT: When compared side-by-side, real cow's milk contains more **naturally occurring nutrients** than other products sold as "milks."

naturally occurring nutrient | added nutrient that does not occur naturally

*There is no standard of identity for milk alternatives so nutrition content may vary by brand

Ingredient Comparison



FAT FREE MILK, VITAMIN A
PALMITATE, VITAMIN D³



SOYMILK (FILTERED WATER,
WHOLE SOYBEANS), CANE
SUGAR, SEA SALT, CARRAGEENAN,
NATURAL FLAVOR, TRI-CALCIUM
PHOSPHATE, CALCIUM
CARBONATE, VITAMIN A
PALMITATE, VITAMIN D₂,
RIBOFLAVIN (B₂), VITAMIN B₁₂



FILTERED WATER, BROWN RICE
(PARTIALLY MILLED), EXPELLER
PRESSED HIGH OLEIC SAFFLOWER
AND/OR SUNFLOWER OIL
AND/OR CANOLA OIL,
TRICALCIUM PHOSPHATE, SEA
SALT, VITAMIN A PALMITATE,
VITAMIN D₂, VITAMIN B₁₂



ORGANIC COCONUT MILK (WATER,
ORGANIC COCONUT CREAM),
ORGANIC DRIED CANE SYRUP,
CALCIUM PHOSPHATE,
MAGNESIUM PHOSPHATE,
CARRAGEENAN, GUAR GUM,
VITAMIN A PALMITATE, VITAMIN D₂,
L-SELENOMETHIONINE
(SELENIUM), ZINC OXIDE, FOLIC
ACID, VITAMIN B₁₂



ALMOND MILK (FILTERED WATER,
ALMONDS), EVAPORATED CANE
JUICE, CALCIUM CARBONATE, SEA
SALT, POTASSIUM CITRATE,
CARRAGEENAN, SUNFLOWER
LECITHIN, VITAMIN A PALMITATE,
VITAMIN D₂, D-ALPHA-TOCOPHEROL,
(NATURAL VITAMIN E)

*There is no standard of identity for milk alternatives so nutrition content may vary by brand

Wellness by the Glass



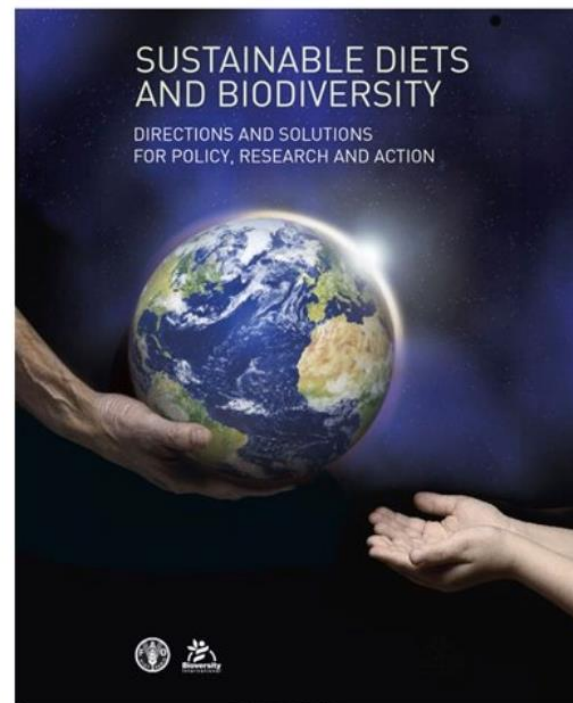
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Sustainability



FAO Definition of Sustainable Diets

- Low environmental impacts
- Contribute to food and nutrition security & to healthy life
- Protective and respectful of biodiversity & ecosystems
- Culturally acceptable
- Accessible
- Economically fair & affordable
- Nutritionally adequate
- Safe & healthy
- Optimize natural and human resources



3-5 November 2010
FAO Headquarters, Rome

© FAO 2012

Proceedings of the International Scientific Symposium, BIODIVERSITY AND SUSTAINABLE DIETS UNITED AGAINST HUNGER,
3-5 November 2010, FAO Headquarters, Rome





Can you tell the difference?



Animal agriculture produces **more greenhouse gas emissions than all transportation (cars, trucks, planes, trains, ships).**

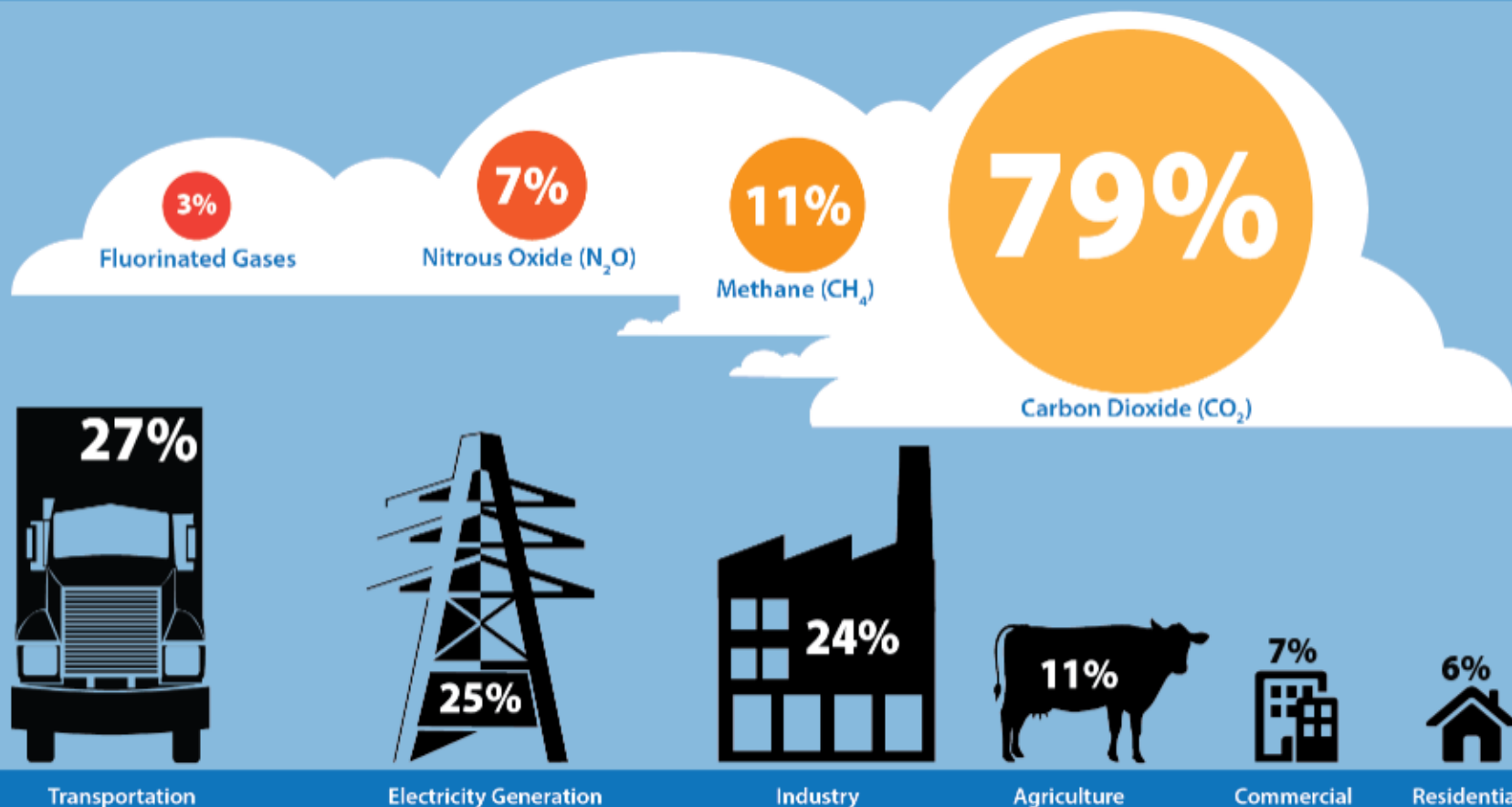




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U.S. Greenhouse Gas Emissions in 2020*

Total U.S. Greenhouse Gas Emissions by Economic Sector in 2020*



* Percentages may not add to 100% due to independent rounding and the way the inventory quantifies U.S. territories (not shown) as a separate sector.

This includes crops AND livestock.

Source: United States Environmental Protection Agency. <https://cfpub.epa.gov/ghgdata/inventoryexplorer/>

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DID YOU KNOW, PRODUCING A GALLON OF MILK IS GETTING GREENER

America's dairy
farmers are
committed to
feeding people
while taking
care of the
planet.



Judith L. Capper, Roger A. Cody.
The effects of improved performance
in the U.S. dairy cattle industry on
environmental impacts between
2007 and 2017.
Journal of Animal Science, Volume
98, Issue 1, January 2020, skz291,
<https://doi.org/10.1093/jas/skz291>

**Compared to
other beverages,
milk is much
more expensive.**



MYTH

- Milk and dairy products remain one of the best values in the supermarket.
- An 8-ounce glass of milk contains 13 essential nutrients and is only around 25 cents.



People who have lactose intolerance should avoid dairy foods.



MYTH

Those with lactose intolerance should reach for dairy foods.



Lactose Intolerance: A Barrier to Dairy Consumption

- Over 80% of pediatricians and dietitians agree that lactose intolerance is a major reason some people avoid milk and milk products
- Lactose intolerance is the number one barrier to health professional recommendations for dairy

Source: GFK Custom Research North America. DMI: Health Professionals Dairy Nutrition Tracking Study, January 2009

Amount of Lactose in Common Dairy Foods

Product	Lactose (g)
Whole, 2%, 1%, Skim Milk (1 cup)	13 g
Lactaid® Milk, low-fat, lactose-free (1 cup)	0 g ^A
Cottage Cheese, low-fat, 2% milkfat (1/2 cup)	3 g
Cheddar Cheese, sharp (1 oz)	<0.1 g
Swiss Cheese (1 oz)	<0.1 g
Mozzarella (1 oz)	<0.1 g
American Cheese, pasteurized, processed (1 oz)	1 g
Velveeta Cheese, (1 ½ oz)	4 g
Yogurt, low-fat (1 cup)	13 g ^B
Ice Cream (1/2 cup)	4 g

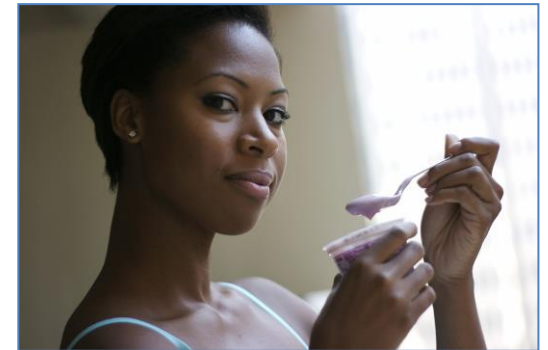
Unless otherwise indicated, data sourced from: USDA / ARS, Nutrient Data Laboratory, Standard Reference, 22, January 2010. Lactose content varies by product and the lactose content of a specific product would need to be verified by a vendor.

A. http://www.lactaid.com/page.jhtml?id=/lactaid/products/products.inc#1pct_Milk.

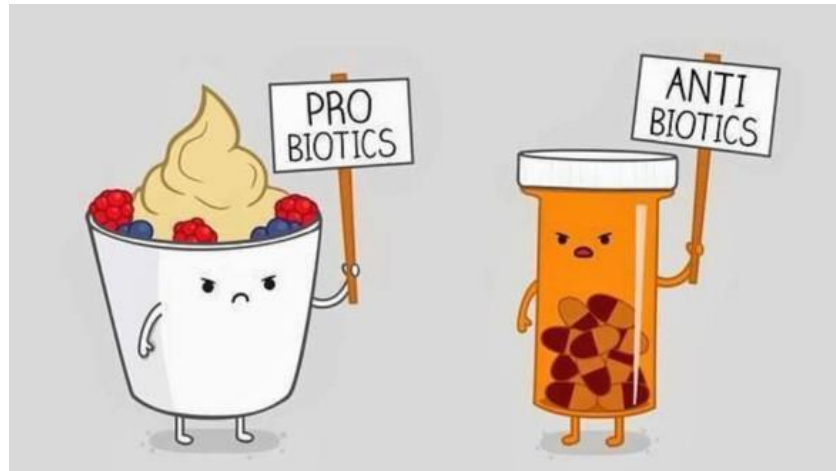
B. Many people with lactose intolerance can enjoy yogurt because the cultures that are inherent in yogurt help digest the lactose.

Simple Strategies to Manage Lactose Intolerance

- ✓ **Sip it** – Introduce dairy slowly
- ✓ **Try it** – Opt for lactose-free products
- ✓ **Stir it** – Mix milk with food
- ✓ **Slice it** – Choose natural cheeses
- ✓ **Spoon it** – Try easy-to-digest yogurt



Consumers should be concerned about antibiotics in their milk.



MYTH

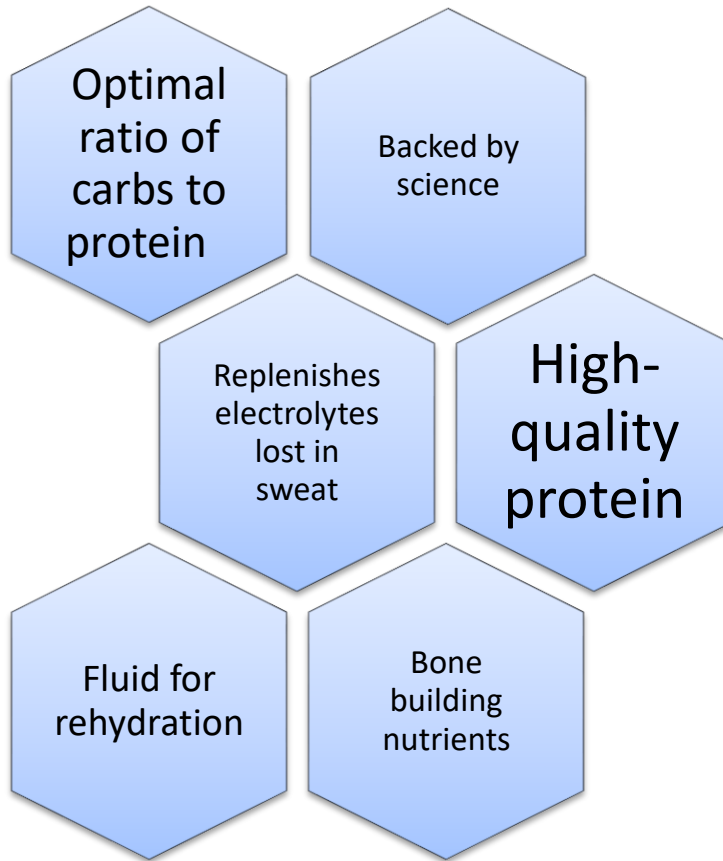
All Dairy Foods – Labeled or Not – Are Required by the FDA to be Free of Antibiotics

- Antibiotic use is highly regulated and overseen by veterinarian
- FDA prohibits antibiotics in milk
- Numerous checkpoints in place as milk moves from farm to dairy case
- Any milk that tests positive is rejected and does not enter the food supply

Chocolate milk is an ideal sports recovery drink.



FACT



*THE OFFICIAL PROTEIN BEVERAGE
OF THE VIRGINIA HIGH SCHOOL LEAGUE*

www.vhsl.org/sports-nutrition/

Organic milk is healthier than regular milk.

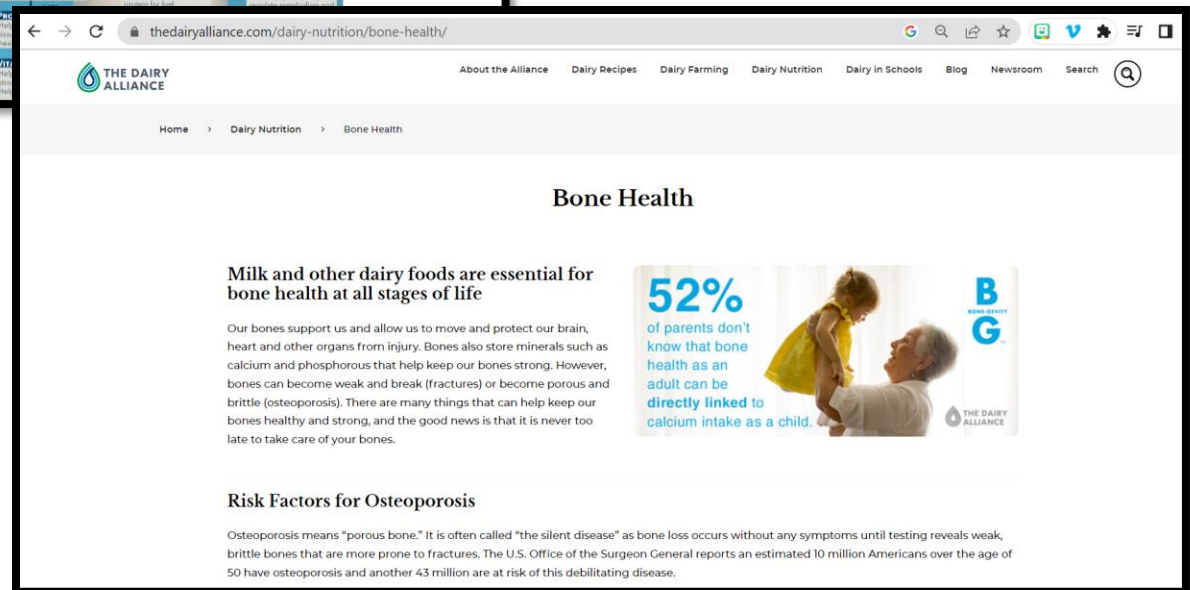
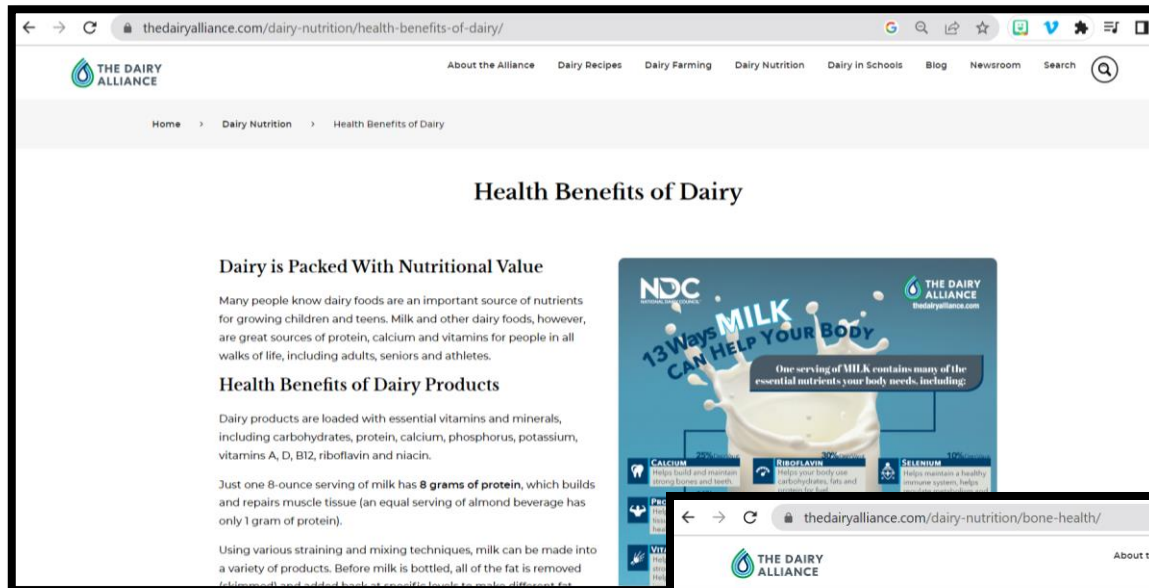


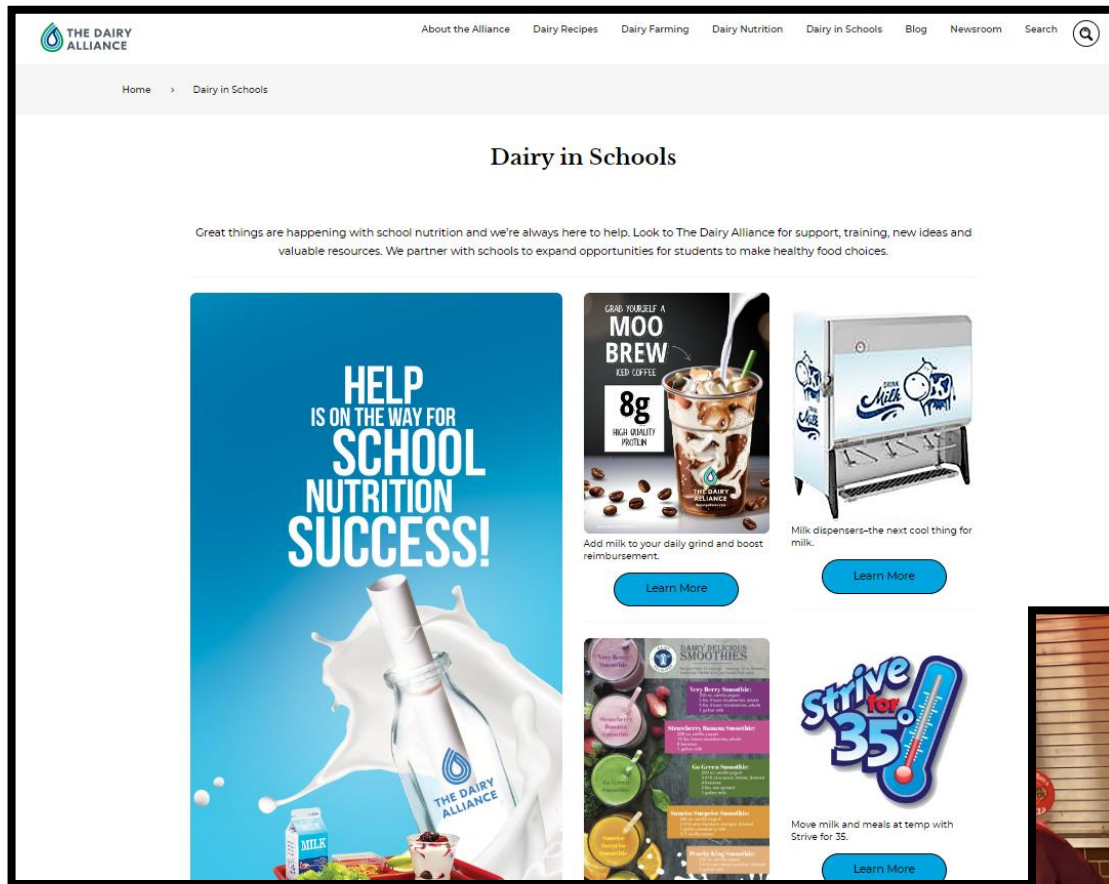
MYTH

- The difference lies in the farming practices
- Organic and conventional milk supply the same 13 essential vitamins and minerals that makes dairy an important part of your diet



Tools You Can Use



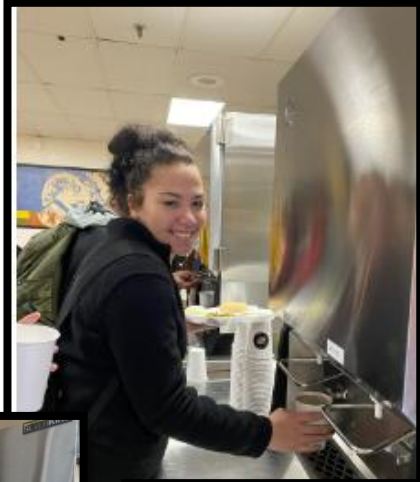


Youth Wellness Equipment Grants!

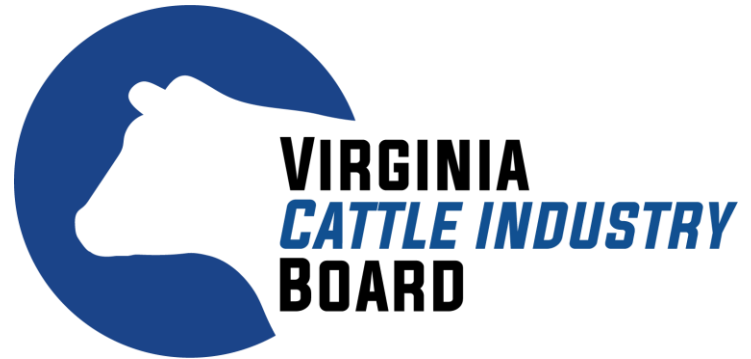


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Supplemental Grant Funding for Milk Dispenser Equipment from:



**Thank
You!**



YOUTH WELLNESS EQUIPMENT GRANTS

Milk Dispensers



HUBERT
Education



BULK MILK EQUIPMENT

In addition to reducing packaging waste, bulk milk dispensers are getting students to consume more milk. HUBERT® and The Dairy Alliance have a partnership to help schools secure equipment for bulk milk programs. Kids enjoy serving themselves and especially love the ability to mix flavored and regular milks together.



Package Options Include:

- 12 gal Double Valve Milk Dispenser
26 1/2"L x 39 1/2"W x 17 1/8"H
- 18 gal Triple Valve Milk Dispenser
37 9/10"L x 17"W x 39 1/2"H
- Turbo Air 2-Door Undercounter Refrigerator
115w/60/1-ph
- Stainless Steel Equipment Stand with Casters
- Vinyl Magnetic Signage Set

Special Fuel Up to Play 60 Pricing Available



hubert.com/education

Call: 800.543.7374 / Email: education@hubert.com

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YOUTH WELLNESS EQUIPMENT GRANTS

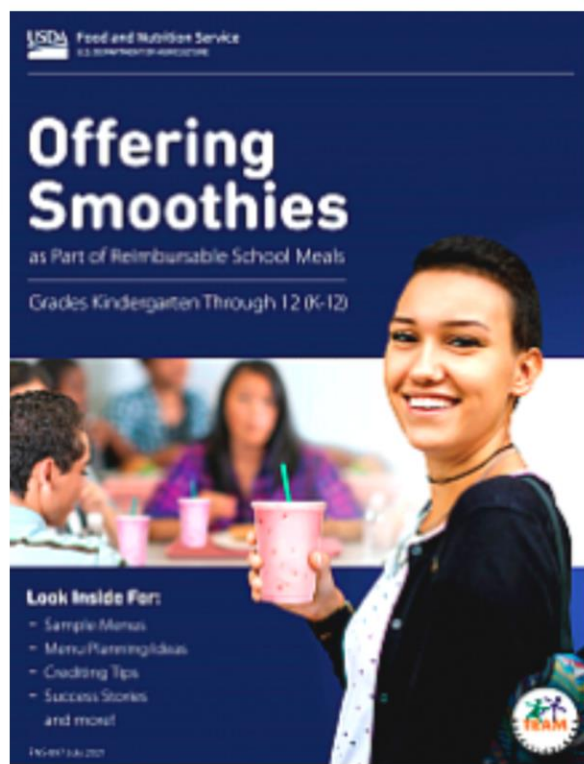
Smoothies



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YOUTH WELLNESS EQUIPMENT GRANTS

Meal Deal
Smoothies



YOUTH WELLNESS EQUIPMENT GRANTS



MOO BREW

ICED COFFEE

iced coffee recipe

8 oz.	1% Milk
2 oz.	Coffee
2 oz.	Sugar-free syrup (two pumps)

DIRECTIONS
In a 16-oz. cup, add coffee, two pumps of syrup and milk. Stir. Add ice until the cup is full, and put on a lid. If you add whipped cream, use a dome lid.

whipped cream recipe

3 C (24 oz.)	1% milk, chilled
2 tsp.	Xanthan gum
3 oz.	Sugar-free vanilla syrup (3 pumps)

DIRECTIONS
Place the milk and syrup into a blender, and mix for two minutes. Add the Xanthan gum, and mix until it's completely dissolved. Pour the mixture into a whipper canister (don't fill more than 3/4 full), and close tight.

*Following directions are for use with Chef Masters Professional Whipped Cream Dispenser:
Insert a N2O charger into the charger hold. Next, screw the charger holder onto the head until you can hear that all the charger contents have flowed into the whipper canister. Shake the canister vigorously for one minute. Unscrew the charger holder and dispose of the empty charger. Before serving, shake briskly for a few seconds. Then, turn the whipper canister upside down, and spray into the iced coffee.
*Keep whipper canister refrigerated or on ice.

Flavor suggestions: Vanilla, Caramel, Chocolate, Mocha

Flavor COMBOS:

Vanilla Caramel Swirl:	1 pump vanilla, 1 pump caramel
Chocolate Caramel:	1 pump chocolate, 1 pump caramel
Caramel Mocha:	1 pump caramel, 1 pump mocha

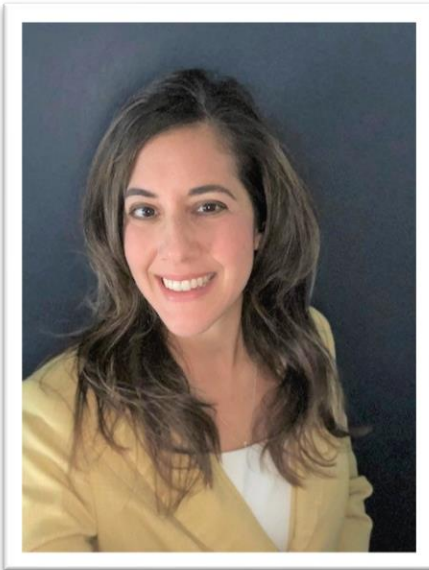
THE DAIRY ALLIANCE
thedairyalliance.com

Source: Dairy Council of Florida

**TDA EQUIPMENT PACKAGE
COMING SOON!**

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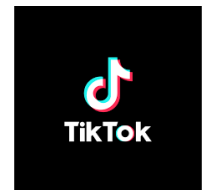
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The Dairy Alliance Youth Wellness
Post-Workshop Survey



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