

## THE TRUTH ABOUT MILK!

To whom this may concern:

There are many misnomers and incorrect statements being made about milk and dairy products these days! These send confusing and incorrect messages to consumers, who are looking for more information and the truth about dairy products.

Concerns about fat consumption and cholesterol levels have prompted some individuals to exclude dairy products from their daily diet. While there are some advantages to reducing fat intake, there may be a risk of losing other valuable nutritional elements that come from dairy products – especially if you cut them out altogether! The key to making the best use of dairy products is not to eliminate them, but to strive for balance in your total diet – everything you eat and drink. Here are some facts about milk products that may surprise you.

- Dairy products are the best sources of calcium. To get the equivalent amount of calcium in one cup of milk, you would have to eat two cups of broccoli or 12 slices of whole wheat bread. Our bodies absorb calcium from milk more easily than from vegetables and grains.
- Calcium isn't just for growing kids. While your body uses most of the calcium it gets for bones and teeth, one percent is used to keep your heart beating, muscles contracting and relaxing, blood clotting, and nerves transmitting messages. If your body doesn't get enough calcium, it takes what it needs from your bones, putting you at risk of osteoporosis or other concerns.
- Dairy products are not the primary source of fat in the typical American diet. Most of the fats we consume come from oils and shortening that is used in making many other foods.
- Cheese can provide as much protein as meat. A two-ounce serving of cheese is an excellent way to ensure you are getting adequate protein in your diet.
- Cheese helps fight tooth decay. Eaten before or after a sweet snack, it helps reduce the loss of tooth mineral and stimulates the production of saliva, which helps neutralize the effect of acids on teeth.
- For most of us, milk is the main source of riboflavin. Riboflavin is needed to promote the body's growth and repair.
- Milk (and dairy products) contains high levels of Conjugated Linoleic Acids (CLA's), which have been found to reduce the risk of some types of cancer.
- Milk is tested for antibiotics and pesticides to ensure it meets the government's stringent health and safety guidelines ~ making milk one of the safest food sources available! You can be confident that milk and dairy products are verified as safe for human consumption!

Milk and dairy products can be an excellent part of a well-balanced daily diet, and along with a regular exercise routine promotes a healthy lifestyle. Additionally, when you enjoy dairy products you are helping our local and national economy!

Here's to your health and well-being... with quality dairy products!

Signed: \_\_\_\_\_