

Don't Let Dairy Myths Block Good Nutrition

Someone somewhere started the notion that any food that tastes good can't possibly be good for you — and vice versa. While most of us know that's not true, many people still harbor a lot of myths about milk and dairy products.

In reverse order, let's scope out the Top Ten Milk Myths and the scientific facts that dispel them. **Myth #10: Milk Has a Lot of Fat.**

Fact: Milk is available in a wide variety of milk fat levels, ranging from whole (3.25 percent milkfat) to skim products. There is also a wide variety of other lowfat and nonfat dairy products on the market — including yogurt, cheese, sour cream, dips and spreads — for people who need to control their fat intake. The fact is, dairy products contribute only about 12 percent of the total dietary fat available in the U.S. food supply.

And here's more good news. Consuming more dairy products doesn't mean you'll gain weight. A recent study found that 9- to 13-year-old girls who increased their dairy food intake increased their bone density without increasing either their fat intake or rate of weight gain.

Myth #9: Only Kids Need Milk.

Fact: Kids benefit from milk, of course, but so do adults. The National Institutes of Health (NIH) Expert Panel recommends that adult men and women consume calcium at levels above the RDA. They recommend 1,000 mg of calcium per day for men and women beginning at age 25, and 1,500 mg per day for postmenopausal women not taking estrogen and for all adults over age 65. Milk and dairy products provide the richest and one of the most economical sources of calcium in the American diet.

Myth #8: I Can Get By on One Glass a Day.

Fact: With an RDA of 800 mg of calcium per day and a minimum of 1,000 mg recommended by NIH, adult men and women need at least three servings of milk and dairy foods daily to get the calcium they need. Low calcium intake is a risk factor for osteoporosis — a bone-thinning disease that strikes 25 million Americans, including 5 million men!

Myth #7: Do Fortified Foods Instead.

Fact: In the last few years, a number of calcium-fortified foods have come on the market. While these products do contribute to daily calcium intake, none are an adequate substitute for milk, which contributes vitamins A, B₆, and B₁₂ as well as riboflavin, phosphorus and magnesium.

Myth #6: Milk is Hard to Digest.

While most people have no problem digesting milk, some people do have low levels of the intestinal enzyme lactase, which breaks down the milk sugar lactose. Simple dietary management steps can help address this problem. For example, you could drink milk in servings of one cup or less, especially with a meal or other foods. Or, try well-tolerated dairy foods like aged cheeses or yogurt with active cultures. Another solution involves purchasing lactose-reduced or lactose-free products.

Myth #5: Milk Produces Phlegm.

Fact: Although some people believe you should not drink milk when you have a cold or respiratory infection, thinking that milk produces mucus, science has shown otherwise. In a carefully controlled study in Australia, milk drinkers were infected with a cold virus, then consumed 2.7 glasses a day. No link was found between

milk consumption and mucus production.

Myth #4: Teens Can Do without Calcium.

Fact: Calcium intake and weight-bearing exercise during the teen years are especially important to help support skeletal growth. The added benefit of the other vitamins and minerals found in milk are also important to developing bone structures. Unfortunately, less than a quarter of teenage girls today meet their RDA for calcium.

Myth #3: Need Calcium? Just Eat Broccoli.

Fact: While broccoli may have a high level of calcium for a vegetable, it pales by comparison. And that's not just George Bush talking! A half cup of broccoli contains only 36 milligrams of calcium. A cup of skim milk contains 302 milligrams — equal to more than 4 cups of cooked broccoli. An adult male would have to eat more than 22 servings of cooked broccoli to meet his RDA for calcium. A much easier choice would be 3 cups of milk.

Myth #2: Chocolate Milk Makes Kids Hyperactive.

Fact: The cause of hyperactivity in children is unknown. The alleged tie between sugar in chocolate milk and increased hyperactivity is not supported by science. A recent study published in the *New England Journal of Medicine* demonstrated that even when preschool and elementary school children consumed larger-than-normal amounts of sugar, their behavior, mood and ability to perform tasks were not affected. And children love chocolate milk. One study conducted in Pennsylvania schools found that chocolate milk was preferred by 60% of all students.

Myth #1: Dairy Foods Are Wholesome, But Wholesome is Boring.

Fact: Dairy foods are indeed wholesome, but boring? Just look at the dairy case in your supermarket. The hundreds of different products you will find offer exciting taste opportunities and cooking ingredients. Who says it can't

be healthy and taste-tempting at the same time?

Want to know more about dairy products? For a free copy of a brochure on myths about dairy products and the research facts that dispel, call Mid East United Dairy Industry Association at 614/890-1800.

Dairy Facts And Figures

A little bit of history...

• A letter written in 1700 by a guest of Governor William Bladen of Maryland became the first recorded account of ice cream being served in the New World.

• The first advertisement for ice cream in this country was placed in the *New York Gazette* by confectioner Philip Lenzi on May 12, 1777, announcing that ice cream was available "almost every day."

• During the 18th century, ice cream was a rare and exotic dessert enjoyed only by the elite. Dolly Madison served a strawberry ice cream creation for dessert at President Madison's second inaugural banquet in 1812 at the White House.

(Source: *International Ice Cream Association.*)

According to a 1993 study, the top selling flavors of ice cream in the U.S. are: vanilla (28 percent); fruit flavors (15 percent); nut flavors (14 percent); candy mix-in flavors (13 percent); chocolate (8 percent); Neapolitan (7 percent) and cake/cookie flavors (7 percent).

Nearly one-third of American households consume at least one gallon of ice cream and related products every two weeks.

Five quarts of milk are required to make one pound of cheese.

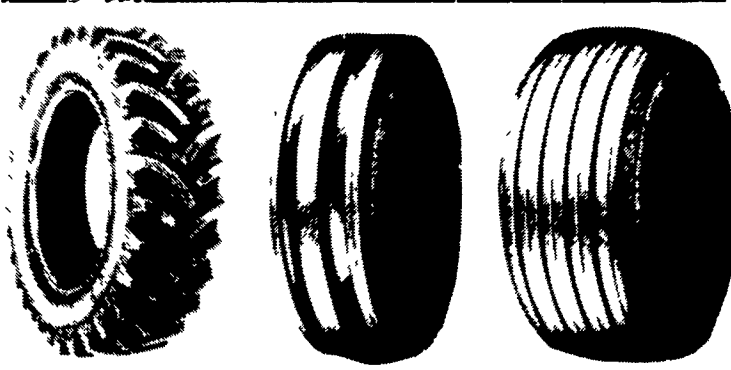
Store unopened cheese refrigerated in its original wrapper. Once it has been opened, rewrap the unused portion in plastic wrap and refrigerate.

Cheeseburger, cheeseburger. Top grilled burgers with cheese for a real flavor boost—popular choices include: Cheddar, Monterey Jack, Swiss, crumbled blue, Mozzarella, Provolone and smoked Gouda.

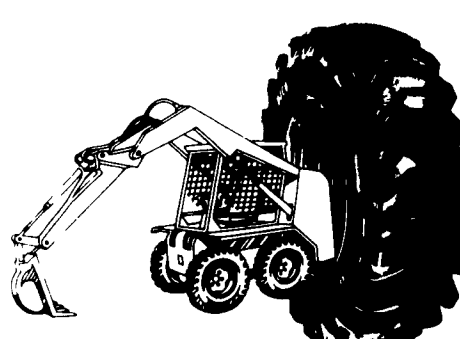
The annual per capita consumption of butter in the U.S. hit 4.2 pounds in 1994, the highest it has been since 1977. At the turn of the century, we were consuming 18 pounds per person.

Deep freeze for cheese? For best results, cut large blocks of cheese into one to one-half pound pieces and wrap airtight before freezing up to six months. Firm cheeses such as Cheddar, Swiss, Edam and Mozzarella freeze most successfully. Thawed cheeses are best used in cooking; freezing changes the texture, making them crumbly.

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