

# Dairy-Farmer Funded Nutrition Research Makes Headlines

PITTSBURGH — Evidence is mounting that there is more to a glass of milk than great taste, thanks to dairy farmer-funded nutrition research efforts. In addition to identifying the many nutritional benefits of dairy products, farmer-sponsored scientific studies are uncovering a variety of possible links between dairy consumption and the prevention of disease, including certain cancers. And that's helping make dairy products the "big cheese" when it comes to nutrition news.

Recent dairy research findings are not only generating positive headlines and extensive airtime, they are even having an impact on national nutrition guidelines. In fact, the prestigious National Aca-

demy of Sciences recently recommended that adults increase their daily calcium intake to at least 1,000 mg a day to maximize the development and maintenance of strong bones. The guideline change, which translates into approximately three daily servings of dairy products, was a result of compelling scientific evidence highlighting the relationship between calcium consumption and bone density.

"We are exploring some exciting avenues that could have a positive impact on human health, thanks to our dairy farmer-funded nutrition research," says Cindy Weimer, spokesperson for the Pennsylvania Dairy Promotion Program (PDPP), which repre-

sents dairy farmers in 33 counties in western and north central Pennsylvania. "In fact, we have a very precise, nutrition-focused research and education plan in place to ensure Americans know all about how good dairy products are for them."

## Dairy Beneficial In Fighting Hypertension, Osteoporosis, Cancer

Recent research findings on the health benefits afforded by dairy products are encouraging. According to one study, a diet (known as the DASH diet) rich in low-fat dairy products, fruits and vegetables reduces blood pressure substantially and quickly (within two weeks). In some cases, the dairy-rich diet reduced blood pres-

sure as much as or better than some hypertension medications. Conducted by the National Heart, Lung and Blood Institute, the study was an extension of previous dairy farmer-funded research.

The link between dairy consumption and the prevention of osteoporosis is growing ever stronger. A review published in the Journal of Clinical Nutrition found that post-menopausal women using estrogen who upped their calcium intake to about 1,200 mg per day (or approximately four servings of dairy products), increased bone mass about three times more than women who used estrogen therapy alone.

Current dairy farmer-funded research efforts are aggressively exploring whether certain milkfat components have cancer-preventive properties. Milkfat is the richest natural dietary source of conjugated linoleic acid (CLA), a potential cancer fighter. A growing body of animal research indicates CLA may prevent growth of skin and mammary tumors. Test-tube studies using human skin, breast and colon cancer cells demonstrate that CLA inhibits growth of these cancers.

## Misperceptions

### On Dairy Corrected

Scientific studies also are being utilized to dispel common consumer misconceptions about dairy foods. A just-released study, published in the Journal of the American Dietetic Association, shatters the long-held myth that milk and other calcium-rich dairy foods should be avoided by people prone to kidney stones. In fact, it finds just the opposite holds true — calcium in milk helps neutralize the effect of oxalate, a com-

pound in some foods that contributes to the formation of the most common type of kidney stones.

"A solid nutrition research plan is critical in educating key influencers and the public on the importance of consuming dairy products throughout the human lifecycle, beginning in childhood," says Weimer. "With valid scientific results, we can emphasize the positive health benefits associated with dairy product intake, such as bone health, cancer prevention and nutrient density. The groundbreaking research currently under way will continue to enhance the healthful image of dairy products and thereby help increase overall dairy consumption."

Pennsylvania Dairy Promotion Program contracts with the American Dairy Association & Dairy Council Mid East to work closely with Dairy Management Inc.™, the national check planning and management organization, to implement dairy promotion and research programs nationwide. ADADC Mid East is the local planning and management organization, funded by dairy farmer dollars, responsible for increasing demand for U.S.-produced dairy products on behalf of America's dairy farmers.

Since the national dairy farmer checkoff began in 1984, dairy promotion organizations have helped to sell more than 200 billion pounds of total milk beyond what was projected by the U.S. Department of Agriculture to have been sold without the checkoff in place. To learn more about dairy farmer-funded efforts, contact Pennsylvania Dairy Promotion Program at 814/498-2058; cweimer@drink-milk.com.

# College Students Assist 4-H Program



Five 4-H summer assistants talk about the areas they are responsible for during the summer with the Penn State Cooperative Extension in Lancaster County. From left are Elizabeth Smith of Penn State Berks Campus, 4-H special events; Paula Marshall of Lebanon Valley College, urban 4-H; Ross Wiker of Penn State Berks Campus, ag; Gerald Boyd of Millersville University, animal science; and Stephanie Kauffman of Delaware Valley College, horticulture.

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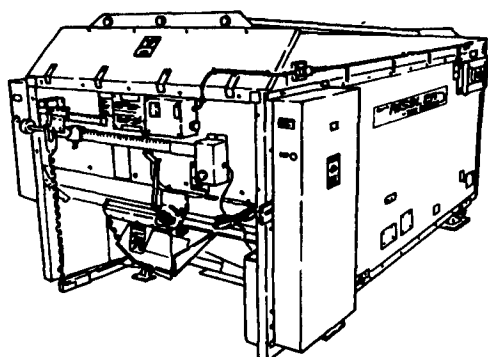
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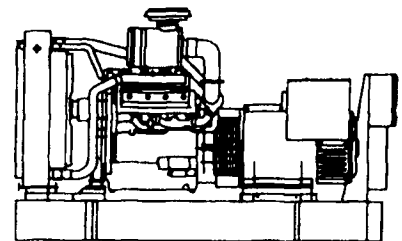
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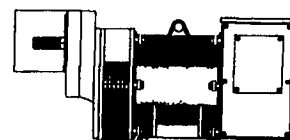
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