

Milk Moustache Mobile On The "Moove"

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EPHRATA (Lancaster Co.) — Joe Mortier travels from city to city telling people about the importance of drinking milk and physical activity.

He travels with one of four milk moustache mobiles that visit 100 cities, from April through October, on a crusade to educate Americans about the importance of daily physical activity and the vital role nutrient-packed milk plays for health-conscious Americans to get in shape, lose weight, or stay fit.

Last week, the mobile made a stop at Martin's Country Market, Ephrata. Mortier and his team played basketball, baseball, and soccer with kids and teen-agers while dairy princesses and employees of dairy organizations offered free fitness assessments, which included body composition tests, and tests that measured strength and flexibility.

Participants received a plan on how to incorporate more daily physical activities into his or her routine, and healthy eating advice from a registered dietitian.

One of the biggest draws was participating in the milk moustache contest. Those who stopped by the Milk Mobile were offered a cup of milk and a chance to have their photo snapped and entered in a nationwide search for a winning pose to be featured in an ad in ESPN Magazine. Each participant also

received a copy of the photograph to take home. The team also handed out keychains, posters, tattoos, and T-shirts.

While dribbling basketball, Mortier and his team told kids that milk plays a vital role in helping reach fitness goals.

"Make sure you get the calcium your body needs by drinking at least three 8-ounce glasses a day," he said.

Mortier sees the need to teach kids to become active and stay fit.

Studies show that the average child spends only 14 minutes — or about one percent of their time — each day in physical activity and 78 percent of their time in sedentary activities such as watching television or playing video games.

Evidence of America's inactivity is the results of a study that show obesity has reached epidemic levels. More than half of all adults are overweight and 18 percent are considered obese — up from 12 percent in 1991.

Mortier was especially pleased to tell adults that new research shows that lowfat milk may help control body fat and reduce obesity.

A recent study at the University of Tennessee found that a diet high in lowfat dairy products actually changes the way fat cells do their job, causing them to make less fat and turn on the machinery to breakdown fat

and ultimately control weight gain.

A second study at Purdue University showed that women who consumed at least 780 mg of calcium per day in their diets either lost body fat or stayed the same over a two-year period. The control group, who ate and exercised just as much, but got less calcium, gained body fat.

"Nutrition and exercise go hand in hand," Mortier said of the need to eat healthy and exercise more.

For more information about the Get Moo-ving With Milk tour and the nutritional benefits of drinking milk, log

onto the website at www.why-milk.com or call 1-800-why-milk.



Milk moustache smiles are common from Josh, 7, and Dave, 5. The sons of Dean and Sharon Wenger, Denver, said they drink lots of milk.



Above and below Matt Hoff, 9, and Evan Eshelman, 10, try some basketball moves with Joe Mortier.



Anson and Mildred Epting, Reamstown, remember to drink their milk everyday without being reminded by Schuylkill Dairy Princess Samantha Snyder and Dauphin County Alternate Holly Miller.



The Milk Moustache team, from left, Joe Mortier, Donna Werley, Mary Beth Sodus, Dauphin County Dairy Princess Heidi Miller, Lancaster County Dairy Princess Elizabeth Young, Former State Dairy Princess Angie (Werley) Davis, Alexis Stoner, Jonathan Canter, and Steve Bauer.

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