

# Program Moves Research From The Test Tube To The Front Page

**HARRISBURG** (Dauphin Co.) — In the battle for consumers' hearts and minds over what foods are best to eat, recent media reports show that dairy checkoff investments in nutrition research greatly help farmers communicate the goodness of dairy products.

This positive coverage of dairy's nutrition and value is the product of a concerted effort by National Dairy Council® (NDC) and local NDC affiliates, including the American Dairy Association and Dairy Council Mid East on behalf of the Pennsylvania Dairy Promotion Program, to promote the health benefits of

dairy foods. This is done by providing consumer media with science-based information that is relevant to today's consumer lifestyles.

"Steps for success begin by compiling the latest health and nutrition research, including those funded by the dairy checkoff," says Debra Summerall, spokesperson for PDPP. "We then analyze and summarize this research into consumer-friendly language."

Recent consumer media coverage includes the March 2000 issue of American Baby magazine (circulation 6.5 million) quotes Journal of American Col-

lege of Nutrition article, which concludes that consumption of three to four servings of dairy daily "may reduce the risk of stroke, help control blood pressure and ward off kidney stones, colon and breast cancer, and osteoporosis."

In the July 4 issue of Woman's World (circulation 4.2 million), the article "Metabolism-Boosting Secrets Scientists Now Know" advises doubling the Recommended Dietary Allowance (RDA) for calcium in order to lose body fat, based on checkoff-funded animal studies by Dr. Michael Zemel, a nutrition researcher at the University of

Tennessee. Patricia Heaton, who co-stars in the "Everybody Loves Raymond" television comedy series, is quoted as saying that she lost 50-pounds with a diet that included nonfat yogurt and pizzas with nonfat ricotta cheese.

A headline in the Sunday, July 30 issue of Parade magazine (circulation 134 million) reads: "Soft drinks can be hard on bones." Columnist Dr. Isador Rosenfeld advises readers to "go easy on the sodas and drink more skim or fat-free milk."

Other consumer publications have recently featured a wealth of positive headlines proclaiming the merits of milk and dairy products. They include:

- "Health-Boosting Habits Every Woman Should Develop — Drink Milk with your Meals" — April 2000 Woman's World (circulation 4.2 million).

- "Four of five Dentists Recommend Swiss" — May 2000 Men's Health (circulation 5.5 million).

- "got milk? Not Enough" — April 2000 Good Housekeeping (circulation 17 million). The article includes a graphic that lists "kid-friendly" choices of nutritious dairy foods.

The media relations program includes monthly news alerts and a hotline to help media arrange interviews with health and nutrition experts. NDC also distributes newsletters that highlight health benefits of dairy foods and provides media with the latest topics related to dairy's role in nutrition and health. NDC refers media to its award-winning Web site, [www.nationaldairycouncil.org](http://www.nationaldairycouncil.org), for information on the latest nutrition research from leading national universities and other reputable organizations.



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