

Dairy Industry Launches 'Healthy Weight With Dairy' Campaign

HARRISBURG (Dauphin Co.) — The "Healthy Weight with Dairy" campaign, launched nationally Oct. 21 by dairy check-off organizations and industry partners, touts scientific research that suggests a link between dairy consumption and reduced body weight. The research was initially funded by the dairy checkoff's National Dairy Council (NDC). NDC is the science and education arm of Dairy Management Inc.™ (DMI), which manages the national dairy checkoff program.

"This research provides science-based support for the positive role dairy can play in weight management," said Scott Higgins, president and CEO of American Dairy Association and Dairy Council Mid East. "Additional research by independent sources has also suggested a positive relationship between dairy and reduced body weight that the NDC-funded research identified," added Patricia Purcell, CEO of Mid-Atlantic Dairy Association.

The campaign is based on recent articles in leading medical journals that suggest a link between dairy food consumption

and weight management. The campaign will remind consumers that milk, cheese, and yogurt may help in weight-loss efforts when paired with a reduced-calorie, low fat diet. The campaign also will remind consumers of the importance of getting enough exercise. Scientists still are studying why dairy is so important, but preliminary research suggests that calcium plays a role in regulating the body's natural system for storing calories as fat.

Industry partners National Milk Producers Federation (NMPF), the International Dairy Foods Association (IDFA) and the Milk Processor Education Program (MilkPEP) are working with DMI to build awareness of this growing body of research on dairy and weight management.

During the next six months, the Healthy Weight with Dairy campaign will communicate the research to consumers through a major print advertising initiative, national and regional public relations, and trade and health professional efforts. Additionally, a new consumer Website, www.healthyweightwithdairy.com, includes more information on the research, helpful

weight-loss tips, recipes that include dairy and links to other wellness sites.

The dairy producer checkoff already has invested about \$8 million in nutrition research on weight management over the past decade. In addition, National Dairy Council and local dairy councils will be contributing several million additional dollars and significant human resources in educating consumers, health professionals, and other audiences about dairy's role in weight management. Milk processors, through MilkPEP are reallocating more than \$5 million this year to support the campaign. "Calcium Weighs In"

A major public relations effort also launched on Oct. 21 to herald the program. This effort will tout results of "Calcium Weighs In," a project that put the ideas behind "Healthy Weight with Dairy" into action. The 16-week program, which was conducted in the town of Calcium in upstate New York, taught participants how to make better food and lifestyle choices overall, including eating at least three servings of milk, cheese, and yogurt each day, cutting excess calories, and

increasing their daily physical activity. Program participants lost about a pound each week.

To celebrate the weight loss success of the residents of Calcium, DMI, IDFA, and MilkPEP conducted a national media launch Oct. 21. One of the 13 regional events across the country took place in Columbus, Ohio and provided more than 1,500 samples of low-fat and fat-free milk and cheese to commuters at busy morning rush hour and lunchtime locations. Commuters in Baltimore, Md., also sampled milk and cheese at a similar promotion conducted near the busy Inner Harbor.

The local events included prize giveaways, including a year's supply of milk, cheese, and yogurt, as well as morning radio and television interviews. Additionally, pedometers were given to the first 100 visitors to the lunchtime location and dairy council dietitians were on hand to answer questions.

WIN THE WEIGHT LOSS BATTLE Tips on Managing a Healthy Weight

Research indicates a simple shift in eating habits may help lower your risk of developing certain chronic diseases including osteoporosis, heart disease, and obesity. While it can be tempting to cut corners when trying to lose weight, there are simple things that can be done to healthfully shed pounds.

- **Food First** — Nutrition experts recommend giving your body a nutrient boost by eating real foods instead of supplements. Calcium-rich foods such as lowfat milk, cheese, and yogurt are the preferred sources of calcium — and they taste better than a pill.

- **Take It Slow** — Studies show gradual weight loss increases success for keeping extra weight off permanently. Your goal should be to lose no more than 1 to 1½ pounds per week.

- **Be A Calorie Burner** — Simple activities such as walking or riding a bike are important to losing extra pounds and maintaining a healthy weight. An increase in any type of daily activity that fits your lifestyle will help you to burn more calories. At least thirty minutes a day is all it takes.

- **Balance is the Key** — Stick to a healthy, balanced diet that includes a variety of naturally nutrient-rich foods from every category in the Food Guide Pyramid. Organize your eating plan to include at least three servings of dairy foods such as milk, cheese,

or yogurt, and 8 to 10 servings of fruits and vegetables.

- **Portion Control** — Try keeping a food diary. You may not know it, but you might be eating for two. Keeping a record of what you eat throughout the day may help you to control portion sizes and count calories, as well as plan more balanced and nutritious meals.

- **Utilize Office Space** — Coordinate "Get Fit" programs at work and suggest a group walk at lunch or suggest bringing a yoga instructor or personal trainer to the office. Exercise can be a lot easier when you have support, so team up with a co-worker at the office.

- **Cut Calories, Not Calcium** — Calcium is often sacrificed when people are trying to lose weight because they mistakenly cut dairy foods from their diet for fear of fat. But, recent studies published in leading journals suggest a link between dairy consumption and reduced body weight.

- **Doctor Before Diet** — Always consult a physician or registered dietitian when modifying your eating plan. A qualified health professional can create a menu plan designed especially for you to help manage your weight and meet your nutrition needs.

- **Ditch "Miracle" Products** — Say no to diet products that promise fast results with minimal effort and no exercise. Leading an active lifestyle and eating the right foods is doctor recommended and the most effective way to build strong bones and help lower the risk of developing certain chronic diseases.

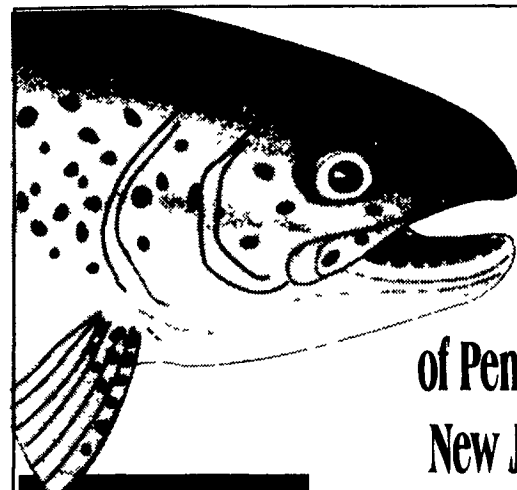
- **Keep the Carbs** — Some fad diets suggest cutting carbohydrates from the diet and supplementing excess amounts of protein, which may result in protein overload and will not result in healthy weight loss. Carbohydrates are your energy source and without them the body cannot effectively do its job to maintain your energy level.

BANANA WALNUT OATMEAL

Wake up to this tasty, satisfying bowl of oatmeal that's made with milk instead of water. It's a great way to use an overripe banana.

- 1 cup fat-free milk or 1% low-fat milk
 - Pinch of salt
 - 1 cup quick oats
 - 1 very ripe banana, mashed
 - 1 tablespoon chopped walnuts
- In a small saucepan, combine

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