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April 2012

NATIONAL DAIRY COUNCIL

# The Dairy Download

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## Breaking News

### CNN Reports: New Flavored Milk Products Making a Nutritional Impact in Schools



CNN's "Sanjay Gupta, MD" recently investigated how milk consumption dropped – close to 75% in high school alone – when flavored milk was removed from in Cabell Co., WV schools. Now, a new product that has fewer calories and sugar, is meeting students' taste preferences and USDA's final rule on school meals. Most importantly, it is helping kids get the important nutrients they need. Milk is the number one source of nine essential nutrients for children ages 2-18 years, and research has shown that kids who drink flavored or white milk consume more nutrients, but have the same or lower BMI compared to non-milk drinkers their age.

Learn more about [West Virginia's new and improved flavored milk](#), view the [segment](#) and check out NDC's [Flavored Milk Education Kit](#).

## Fuel Up to Play 60

### Fuel Up to Play Program Advisor Named *Let's Move!* Champion of Change

Swing into Spring with this Great Dish!



Blog

the dairy report

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Fuel Up to Play 60 is making remarkable strides in helping to achieve real, sustainable change in the school environment. The way student leaders, Program Advisors and school stakeholders are bringing this change to life on the ground level is remarkable, and has received extensive recognition. For example, Program Advisor Cindy Coughlin of Springfield, Massachusetts was recently selected out of 600 applicants as a *Let's Move! Champion of Change*, an award given to individuals who are inspiring and empowering America's youth to lead active, healthy lifestyles. Congratulations to Cindy for her amazing ability to bring Fuel Up to Play 60 to life in ways that will continue to both inspire and empower our youth to take hold of their future. Read Cindy's thoughts about winning the award [here](#).

Also, if you haven't had chance to learn about Fuel Up to Play 60, read on for some great updates, and be sure to visit [FuelUpToPlay60.com](http://FuelUpToPlay60.com) to learn how to get involved.

### 36 Students Selected as Fuel Up to Play 60 Ambassadors



Four National Student Ambassadors and 32 State Representatives have been selected among hundreds of other applicants to represent Fuel Up to Play 60 for the 2012-13 school year. These students were selected due to their passionate commitment to making sustainable healthy changes in their schools and communities.

For example, one National Student Ambassador, Tiger Greene of Alpharetta, Ga. created a nonprofit foundation, [Team Tiger](#), to help kids combat childhood obesity. Learn more about the [Student Ambassador Program](#) on [FuelUpToPlay60.com](http://FuelUpToPlay60.com).

### Fuel Up to Play 60 Recognized in Huffington Post, Fox News Live



When Fuel Up to Play 60 Back to School, [Back to School, Back to Football Challenge winner](#) Chase Glissendorf had the chance to start the second half of Super Blow XLVI by running onto the field and passing the ball to the referee, it truly touched Linda Novick O'Keefe, founding Executive Director of [Common Threads](#). Linda recognized that this opportunity for Chase was due to the hard work and energy he invests in [Fuel Up to Play 60](#), and sat down with Jean H. Ragalie, R.D., President of National

Dairy Council, to learn more about the program. Check out the [interview](#) on the Huffington Post and also watch Ragalie discuss the successes of Fuel Up to Play 60 on [live.foxnews.com](http://live.foxnews.com).

Want to receive more updates on the latest dairy research? [Subscribe](#) to *Dairy Research Insights*, the Dairy Research Institute's monthly e-newsletter.

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## More from NDC

### Familiar Family Favorite Now Available in all 14,000 McDonald's Restaurants



National Dairy Council applauds McDonald's efforts to enhance the nutritional content of its new Happy Meal.

The new Happy Meal automatically includes about a ¼ cup of Apple Slices and a new, smaller size French fry as sides to the choice of a Hamburger, Cheeseburger or Chicken McNuggets, and a choice of beverage, including new fat-free chocolate milk and 1% low-fat white milk.

As part of the new Happy Meal roll out, McDonald's new fat-free chocolate milk with about 20 percent fewer calories and 10 percent less sugar than McDonald's 1% low-fat chocolate milk is now available at all McDonald's restaurants nationwide. Additionally, for the first time ever, McDonald's fat-free chocolate milk will be shown as part of the Happy Meal in advertising.

The current state of childhood obesity demands partnership, innovation and initiative beyond home kitchens and school cafeterias. National Dairy Council is proud to work with McDonald's in their efforts to help children and families make affordable, wholesome choices whether visiting McDonald's or eating elsewhere. The new fat-free chocolate milk is a great example of an innovative health and wellness solution to answer consumer and public health needs. For more information, visit [McDonald's website](#) and submit any feedback or questions to [marlene.schmidt@rosedmi.com](mailto:marlene.schmidt@rosedmi.com).

### Dairy Industry Cares for our Planet, is "Best of Class" in Sustainability



environmental and social benefits to their communities.

The nation's approximately 56,000 dairy farm families have a strong legacy of caring for their land and preserving our planet's natural resources, while providing wholesome, nutritious foods. Learn more about how this year's [Sustainability Award winners](#) are making a difference from farm to table. We applaud them for helping to advance sustainable farming practices and product innovation while also delivering outstanding economic,

## The Wonders of Lower-Fat Cheese



increasing fat loss and decreasing muscle loss. [Read on](#) to learn more!

Are you a cheese lover? Do you wonder about the benefits of reduced-fat or low-fat cheese? Then guest blogger and registered dietitian Lorelle Del Matto's [post](#) on The Dairy Report is just for you! Lorelle provides insight into the growing world of lower-fat cheeses, including the high-quality nutrients it offers, such as protein and calcium, key nutrients for healthy bodies. Diets higher in protein have been shown to increase the feeling of fullness after a meal and may help improve body composition during weight loss by

## Combine Protein and Exercise for Winning Results



guest post on [The Dairy Report](#).

Spring is in the air, making many of us excited to step back into the great outdoors. It's also a great time to get motivated and get active! Read on as Nancy Rodriguez, PhD, RD, CSSD, FACSM, professor of nutritional sciences at the University of Connecticut, discusses the importance of combining exercise with protein to maximize workout efforts in her

## Swing into Spring with this Great Dish!

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Our [Sweet Potato, Pineapple and Cheddar Salad's](#) combination of sweet pineapple, savory chicken breast and sharp Cheddar will put a smile on your family members' faces. It is an excellent source of calcium and provides protein, fiber, potassium and phosphorus too. Add a whole grain roll and you have a delicious dinner that includes foods from all five food groups!

For more recipes, visit the [Recipes](#) section of NDC.org.

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## Dairy Fact of the Month

Feel good about your food. Dairy farmers and their families live and work on their farms and have been practicing care for their natural resources for generations. There are many options of real, fresh and locally produced milk, cheese and yogurt.

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## Upcoming Engagements

Look for NDC at these Upcoming Meetings:

[The Academy of Nutrition and Dietetics' Public Policy Workshop](#)  
April 15 – 17, 2012, Arlington, VA

[SCAN Symposium](#)  
April 20 – 22, 2012, Baltimore, MD

[National Hispanic Medical Association \(NHMA\) Annual Conference](#)  
April 26 – 29, 2012, Washington, D.C.

For a full schedule of upcoming engagements, visit [NationalDairyCouncil.org](#).



## Enjoy your food, but eat less

Get to know the foods you eat using the [SuperTracker](#). Learn about appropriate serving sizes and compare foods to help improve your food choices. The [Food-A-Pedia](#) allows you to look up and compare nutrition information for more than 8,000 foods.

For more tips, visit [ChooseMyPlate.gov](#).

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Have ideas you'd like us to consider? We welcome your feedback!

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