

Dairy Checkoff's Success in Nutrition Research

OVERVIEW

The checkoff's investment in credible, science-based, peer-reviewed nutrition research, under the 100+ year-old National Dairy Council banner, helps ready the environment in building trust in dairy among top thought leaders such as health professionals, academic, public health and governmental leaders across the country. National Dairy Council's milkfat research (58 studies over the last 20 years) has contributed to the scientific evidence that has been helping to change the negative perception on consumption of whole-fat dairy foods as part of healthy diets. It is a long process to go from theory to proof to action, but the results are priceless, as dairy is seen as the gold standard in providing actionable information for consumers and the thought leaders consumers trust.

PAST SUCCESS

Dietary Guidelines for Americans

The dairy checkoff was instrumental in conducting and submitting research that informed the 2005 Dietary Guidelines for Americans, which recommended **adults consume three servings of low-fat or fat-free dairy foods per day**, up from two servings previously. This extended the recommendations for three servings to include Americans 9 years and older. These recommendations were the basis of dairy recommendations in the Healthy, Hunger-free Kids Act, which determined dairy amounts in school meals. Health professionals adopted this recommendation for their clients and continue to support it today.

Benefits of Higher-Fat Dairy

National Dairy Council's research revealed that **whole-fat dairy foods like milk, cheese and yogurt** can be part of a DASH diet (Dietary Approaches to Stop Hypertension) while maintaining the positive outcomes of DASH on blood pressure. NDC's study revealed that whole-fat dairy foods can be incorporated into the DASH diet and maintain the positive outcomes of DASH suggesting that dairy foods -regardless of the fat content- can be part of healthy dietary patterns. Our continued research on higher-fat dairy food is part of the growing body of evidence on fat and saturated fat that has contributed to changing the negative perception around consuming fat and/or sources of saturated fat.

PRESENT WORK

Maintaining and Building

We remain focused on fundamental areas of research, such as **childhood health and the benefits of dairy foods to overall health** in order to maintain dairy's core position in the Dietary Guidelines. We're expanding our work in sustainable nutrition to assess nutritional benefits and environmental impacts of different diets to positively position U.S. dairy in the global marketplace. Likewise, our partnership with the world-renowned **Joslin Diabetes Center** is showing how dairy can fit into a diabetic diet.

Chocolate Milk

The checkoff's research has helped make **chocolate milk** a top pick as a recovery beverage after workouts and competitions.

FUTURE FOCUS

Reaching Health & Wellness Professionals with Consistent Dairy Messages

NDC is educating, engaging and activating thought leaders worldwide on the value of dairy's nutrition and environmental story through presentations that marry the nutrition and environmental science with tips and tools health professionals need in order to empower their audiences to promote dairy as part of a sustainable and nutritious diet.

ABOUT YOUR CHECKOFF

The checkoff business plan is focused on programs and innovation that build sales of and trust in dairy. This means ensuring your perspective is shared and heard across the industry on topics and issues important to your dairy farm business. It also means helping consumers and dairy customers understand what you do, how you do it and why it matters.

2019 Dairy Checkoff's Percentage of Program Budget for Nutrition and Product Research

