



For More Information:
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“Have You Had Your 3 Today?” *3-A-Day™ of Dairy Fact Sheet*

WHAT: Consuming 3-A-Day of Dairy – 3 daily servings of milk, cheese or yogurt – is an easy way for families to get a powerful punch of nutrients to help build stronger bones, healthy bodies and reduce the risk of osteoporosis. In addition, a growing body of research suggests that enjoying 3 servings of dairy a day as part of a nutrient-rich, balanced diet may help maintain a healthy weight.¹

WHY: Research shows that on average, Americans are getting only half of the recommended 3 servings of dairy they need each day.²

- On average, children ages 4-8 consume about two servings of dairy foods per day, mainly as milk. About one fourth of children ages 9-19 meet the 2005 Dietary Guidelines for Americans recommendation of 3 servings of dairy a day.²
- On average, adults drink only about one glass of milk per day. Eighty-six percent of adults age 20 and older do not meet dairy food recommendations.²

When it comes to calcium consumption:

- Nine out of 10 women (88 percent) and six out of 10 men (63 percent), ages 19 and up, fail to meet calcium recommendations.³
- Among people age 51 and older, less than 15 percent get the daily calcium recommended.³
- Nearly nine out of 10 teenage girls and almost seven out of 10 teenage boys (ages 14-18) don't meet daily calcium recommendations.³
- About 30 percent of kids ages 4-8 don't get the recommended amount of calcium in their diets.³

To help make people aware of the health benefits of including 3 servings of dairy in their daily diet, the National Dairy Council® launched the 3-A-Day of Dairy nutrition education and marketing program in January 2003.

HOW: 3-A-Day of Dairy is as easy as 1-2-3:

- 1) Look for the 3-A-Day of Dairy logo on packages of milk, cheese and yogurt showing they are excellent sources of calcium.
- 2) Enjoy your favorite varieties of milk, snackable cheeses and portable yogurt. Reduced-fat, low-fat and fat-free varieties are readily available in the dairy case to meet your taste and nutrition needs.

¹ Zemel MB, et al. Dietary calcium and dairy products accelerate weight and fat loss during energy restriction in obese adults. *Obesity Research*, 2004; 12 (4): 582-590.

² National Dairy Council, unpublished data, based on National Health and Nutrition Examination Survey (NHANES), 1999-2002.

³ What We Eat in America, NHANES 2001-2002 : Usual Nutrient Intakes from Food Compared to Dietary Reference Intakes;
<http://www.ars.usda.gov/foodsurvey>

- 3) Take a “3 p.m. Break” every day. Use this time as a reminder to tally your dairy servings. If falling short, it’s a good time to work in another one.

What’s a serving of dairy?

- Milk: 8 ounces (1 cup)
- Natural Cheese: 1 - 1.5 ounces or about 3-4 cheese cubes
- Yogurt: one 6- or 8-ounce container

SUCSESSES: To date, 3-A-Day of Dairy has:

- Built a strong network of **nearly 135,000 dairy-loving moms** and attracts an average of **123,000 total visitors on 3aday.org** each month with over 3,000 Dairy Connect users.
- Motivated more than **124 retailers and 90 manufacturers in 50 states** to embrace the 3-A-Day of Dairy program.

ADDITIONAL INFORMATION:

Visit **3aday.org** and sign up to be a 3-A-Day of Dairy Mom to receive the monthly *Get 3!* e-newsletter, delicious recipes, exclusive member-only offers and great tips from other moms. Sign up for the Dairy Connect desktop tool for exclusive coupons, promotions, shopping lists and more.

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