



For More Information:
3-A-Day Media Hotline
312/240-2880

3-A-Day Stats

Everyone Needs 3-A-Day of Dairy

- Most Americans are eating only half the recommended two - three servings of dairy each day¹ – that means they need the recommended calcium and eight essential nutrients dairy provides for stronger bones and better bodies.

Kids

- About 30 percent of kids ages 1-5 don't get the recommended amount of calcium in their diets.²
- Seventy percent of preteen girls (ages 6-11) and 60 percent of preteen boys do not meet current calcium recommendations.³

Teens

- Nearly 9 out of 10 teenage girls and 7 out of 10 teenage boys (ages 12-19) don't meet daily calcium recommendations.⁴
- On average, teen girls drink twice as much soda than milk a day.⁵
- By about age 20, the average young person has acquired about 98 percent of his/her skeletal mass. Building strong bones during childhood and adolescence can be the best defense against developing osteoporosis later in life.⁶

Adults

- Nine out of 10 women and 7 out of 10 men, ages 20 and up, in this country fail to meet calcium recommendations.⁷
- Half of all adult women in this country do not even drink 1 glass of milk a day.⁸
- Four out of 10 Americans consume less than 1 glass of milk a day.⁹
- Bones continue to grow in density until about age 30. Adults need calcium to help build bone density and maintain bone mass.¹⁰
- Among people 50 and older, less than 15 percent get the daily calcium recommended.¹¹
- Eighty percent of those affected by osteoporosis are women; 1 in 5 is male.¹²

Dairy Packs a Powerful Nutrient Punch

- Dairy provides calcium and 8 other essential nutrients including potassium, phosphorus, protein, vitamins A, D and B₁₂, riboflavin, and niacin (niacin equivalents) to help keep bones strong and bodies fit.
- Calcium has been called the “super nutrient” because it may play a role in reducing the risk of osteoporosis¹³, kidney stones¹⁴, lead exposure¹⁵ and PMS.¹⁶
- About 73 percent of the calcium in our food supply comes from milk and foods made with milk.¹⁷

Cool Colors, Flavors, and Sizes

- The dairy case has something for everyone – from fat free to reduced fat varieties, families can choose milk, cheese or yogurt products to meet their taste and nutritional needs.

The Milky Way

- In the past three years, the dairy industry has rolled out nearly 300 new milk products, with fun flavors like cotton candy, cappuccino, orange, and cookies and cream.¹⁸
- Milk products are available in convenient, portable packaging such as on-the-go chugs, and in all shapes and sizes.

Cheese To Please

- Look for the 3-A-Day logo on fun, new cheese snack products.
- Kid-friendly flavors are currently being taste-tested by the American Dairy Association such as green apple, blueberry and bubblegum.

Go With Yogurt

- There are nearly 50 different flavors and a wide variety of textures or “styles” of yogurt available.¹⁹
- New yogurt products recently rolled out in the dairy case range from creative flavors such as root beer float and banana split, to portable packaging such as kid-friendly drinkable bottles, single-serving cups and containers with plastic spoons.

¹ USDA Continuing Survey of Food Intakes by Individuals, 1996.

² Ibid.

³ Ibid.

⁴ Ibid.

⁵ USDA Data.

⁶ National Osteoporosis Foundation, 2002.

⁷ USDA Continuing Survey of Food Intakes by Individuals, 1996.

⁸ Ibid.

⁹ Ibid.

¹⁰ Markovik V., Jelic T., Wardlaw G.M., Ilich J.Z., Goel P.K., Wright J.K., et al., Timing of peak bone mass in Caucasian females and its implication for the prevention of osteoporosis. *J Clin Invest*, 93: 799-808, 1994.

¹¹ USDA Continuing Survey of Food Intakes by Individuals, 1996.

¹² National Osteoporosis Foundation, 2002.

¹³ NIH Consensus Panel on Optimal Calcium Intake: Optimal Calcium Intake. *JAMA* 272:1942-1948, 1994.

¹⁴ Heller HJ. The role of calcium in the prevention of kidney stones. *J Am Coll Nutr* 18(Suppl):373S-378S, 1999.

¹⁵ Bruening K, et al. Dietary calcium intakes of urban children at risk of lead poisoning. *Environ Health Perspect* 107:431-435, 1999.

¹⁶ Thys-Jacob S. Micronutrients and the premenstrual syndrome: the case for calcium. *J Am Coll Nutr* 19:220-227, 2000.

¹⁷ Gerrior, S. and Bente L., *Home Economics Research Report*, No. 53, Washington, DC, USDA, 2001.

¹⁸ *Atlanta Journal Constitution*, August 26, 2002.

¹⁹ National Yogurt Association, 2002.