

Did You Know?



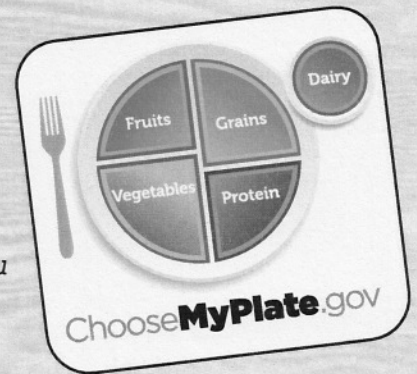
# Whether in a glass, bowl or plate — Low-fat Dairy Makes Mealtime Complete.

- **Milk** contains 9 essential nutrients, including calcium, vitamin D and protein for better bone health at every age
- **Dairy foods** are good for more than just strong bones. *MyPlate* recommends 3 servings\* of low-fat or fat-free dairy every day to help lower the risk of high cardiovascular disease and diabetes\*\*
- **Low-fat and fat-free milk, cheese and yogurt** are delicious and nutrient-rich, offering more nutrition in every bite
- **Milk, cheese and yogurt** supply 3 out of the 4 vitamins and minerals that children, teens and adults are most likely to miss out on—potassium, calcium and vitamin D

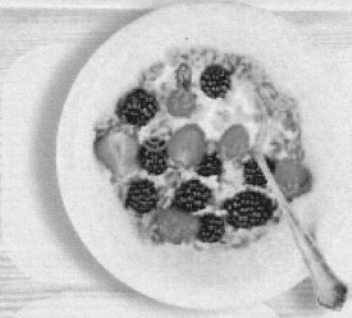
## Does your plate look like MyPlate?

Try these healthy meal ideas that include dairy. No matter how you choose to include dairy foods in your meals, they provide the great taste you want with the good health you need.

Enjoy 3 servings every day!



**The Basic Plate**  
baked fish or chicken  
green beans  
red potatoes  
whole grain roll  
fat-free milk

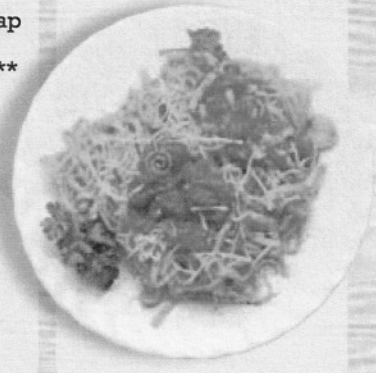


**Breakfast Anytime**  
yogurt\*\*\*  
fruit  
low-fat granola  
orange juice

**The Vegetarian Plate**  
meatless chili with beans  
low-fat shredded cheese\*\*\*  
brown rice



**Lunch to Go**  
whole grain tortilla wrap  
lean deli meat  
low-fat Swiss cheese\*\*\*  
lettuce, tomato  
fruit



**One Dish Meal**  
whole grain pasta  
meat sauce  
and cheese  
salad  
low-fat milk

\* Daily recommendations are: 3 cups per day for those 9 years and older, 2½ cups for children 4 to 8 years, and 2 cups for children ages 2 to 3.  
\*\* U.S. Department of Health and Human Services and U.S. Department of Agriculture. Guidelines for Americans, 2015. 8th Edition, Washington, DC: U.S Government Printing Office, January 2015.  
\*\*\* Even for those with lactose intolerance, aged cheeses and yogurt, as well as lactose-free milk, are great options to enjoy the taste and nutrition dairy offers.



AmericanDairy.com

# What's in your glass?

Choices are great, but they can be overwhelming. This at-a-glance chart can help you understand what's in your 8-ounce glass of milk.



## CALORIES AND NUTRIENTS

	COW'S MILK <sup>1</sup>	SOY <sup>2</sup>	ALMOND <sup>2</sup>	COCONUT <sup>2</sup>	RICE <sup>3</sup>
Calories	110	110	60	80	120
Protein	8g	8g	1g	<1g	1g
Fat	2.5g	4.5g	2.5g	5g	2.5g
Carbohydrates	12g	9g	8g	7g	23g

## VITAMINS AND MINERALS\*\* (% Daily Value\*)

	COW'S MILK <sup>1</sup>	SOY <sup>2</sup>	ALMOND <sup>2</sup>	COCONUT <sup>2</sup>	RICE <sup>3</sup>
Calcium	30%	45%	45%	45%	30%
Phosphorus	25%	25%	N/A***	N/A	15%
Potassium	10%	10%	1%	1%	15%
Riboflavin	25%	30%	30%	N/A	N/A
Vitamin B-12	20%	50%	50%	50%	25%
Vitamin A	10%	10%	10%	10%	10%
Vitamin D	25%	30%	25%	25%	25%



Naturally Occurring

Good Source = 10%–19% DV

Excellent Source = 20%+ DV

## PRICE<sup>4</sup>

	COW'S MILK <sup>1</sup>	SOY <sup>2</sup>	ALMOND <sup>2</sup>	COCONUT <sup>2</sup>	RICE <sup>3</sup>
Per ½ Gallon	\$2.05	\$3.37	\$3.28	\$4.99	\$3.46
Per 8oz. Serving	\$0.26	\$0.42	\$0.41	\$0.62	\$0.43

1. Cow's Milk levels are per the USDA National Nutrition Database (NDB No.01083 SR-27); available at: <http://ndb.nal.usda.gov/>

2. Silk Original Soy Milk, Original Almond Milk, and Original Coconut Milk. Nutritional information per Silk® website [www.silk.com](http://www.silk.com)

3. Rice Dream Enriched Refrigerated Original. Nutritional information per Rice Dream® website [www.tastethedream.com](http://www.tastethedream.com)

4. Based on gallon volume equivalents per IRI DMI Custom Database Data for 2014 (Jan-Dec) – National Average (Cow's milk based on conventional white milk)

\*The percent Daily Value (DV) provides nutrient information based on a caloric intake of 2,000 calories for adults and children four or more years of age.

\*\*Nutrient information not listed here can be found on the product website

\*\*\*Nutrient not listed on product website



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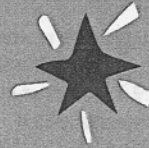
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# Age-Based Media Use Advice



## 18-24 MONTHS

### 1. MAKE A PLAN

Before you introduce screen-based media ...

**Make family rules** about how adults and kids use media and tech at home. Go to [HealthyChildren.org/MediaUsePlan](http://HealthyChildren.org/MediaUsePlan) to create a plan that works for your family. (Despite what you may hear from companies and advertisers, children — especially babies — do not need to learn to use technology right away. There's plenty of time for that as they grow!)

### 2. STRIKE A BALANCE

**Play with your baby.** Babies and toddlers learn best from loving caregivers, so include plenty of active and social fun in your toddlers' daily routine by reading, dancing, singing, and playing interactive games like peekaboo. If you want to use apps or videos with your baby, make sure you use them together.

**Video-chat with long-distance family and friends.** Toddlers will respond to voices and facial expressions even if it's through a device.

**Create screen-free times and zones** — for example, at bedtime, in the stroller, at mealtime, in restaurants, and at least one hour before bed.

### 3. BE A ROLE MODEL

**Choose high-quality and age-appropriate media — especially books.** If you do use screen-based media with your baby, make sure the content is positive and simple, and as much as possible, use it with your child. Go to [www.commonsensemedia.org](http://www.commonsensemedia.org) to find books, apps, and more.

**Turn off the TV** when no one is watching it, and — as much as possible — put away your own devices when you're with your child.

**Use privacy settings** online to keep photos and personal information about your baby private.

For helpful tips, visit [commonsense.org](http://commonsense.org)

Create a family media plan

[healthychildren.org/mediauseplan](http://healthychildren.org/mediauseplan)

## 2-5 YEARS

### 1. MAKE A PLAN

**Make family rules** about how adults and kids use media and tech before you introduce screens. Go to [HealthyChildren.org/MediaUsePlan](https://www.healthychildren.org/MediaUsePlan) to create a plan that works for your family.

### 2. STRIKE A BALANCE

**Balance screen use** with reading, being active, drawing, playing imagination games, and being with friends and family.

Limit screen entertainment to an hour a day. Don't forget 10-14 hours of sleep and at least an hour of exercise a day!

**Create screen-free times and zones** once you start using digital media — for example, at bedtime, in the stroller, at mealtime, and in restaurants.

**Put devices to bed** at least an hour before bedtime, and charge them outside of kids' bedrooms.

### 3. BE A ROLE MODEL

**Choose high-quality and age-appropriate media.** When you introduce screen-based media, make sure the content is positive and simple, and as much as possible, use it along with your kid. Use [www.commonsensemedia.org](https://www.commonsensemedia.org) to find TV shows, books, apps, and more.

**Support kids online.** As kids begin to explore websites and digital games, sit with them to make sure they don't find inappropriate content. Look for ways to connect what they learn online with experiences offline.

## 6-12 YEARS

### 1. MAKE A PLAN

**Make family rules** about how and when media and devices will be used and which games, websites, and apps are OK to play, visit, and download. Go to [HealthyChildren.org/MediaUsePlan](https://www.healthychildren.org/MediaUsePlan) to create a plan that works for your family.

### 2. STRIKE A BALANCE

**Balance screen use** with reading and hobbies, as well as being with friends and family. Don't forget 9-12 hours of sleep and at least an hour of exercise a day!

**Create screen-free times and zones** for the whole family — for example, in the bedroom, at school, and during homework and mealtime.

**Put devices to bed** at least an hour before bedtime, and charge them outside of kids' bedrooms.

### 3. BE A ROLE MODEL

**Watch and play high-quality and age-appropriate media together.** Use [www.commonsensemedia.org](https://www.commonsensemedia.org) to find TV shows, books, apps, and more.

**Teach manners** with devices, including putting away devices during conversations and meals (and model these behaviors, too!).

**Talk about digital citizenship**, which includes being safe and respectful online, as well as talking about any bullying or uncomfortable interactions with a trusted adult.

**Consider parental controls** that limit access to inappropriate content. Also, review privacy settings on kids' apps to make sure they're keeping photos and personal information private.

## 13-18 YEARS

### 1. MAKE A PLAN

**Make family rules** about what types of media are OK and why. Have conversations about mature content and pornography. Go to [HealthyChildren.org/MediaUsePlan](https://www.healthychildren.org/MediaUsePlan) to create a plan that works for your family.

### 2. STRIKE A BALANCE

**Balance screen use** with reading and hobbies, as well as being with friends and family. Don't forget 8-10 hours of sleep and at least an hour of exercise a day!

**Create screen-free times and zones** for the whole family — for example, at mealtime, in the bedroom, while driving, and during homework.

**Put devices to bed** at least an hour before bedtime, and charge them outside of teens' bedrooms.

### 3. BE A ROLE MODEL

**Guide teens toward high-quality media.** Watch and play together when possible. Encourage educational and creative games and apps that promote healthy social interactions. Use [www.commonsensemedia.org](https://www.commonsensemedia.org) to find movies, books, apps, and more.

**Teach manners** with devices, including putting away devices during conversations and meals (and model these behaviors, too!).

**Talk about digital citizenship**, which includes being safe and respectful online, respecting others' privacy, and talking about any bullying or uncomfortable interactions with a trusted adult.

**Review privacy settings** with teens on their devices and social media platforms to make sure they're keeping personal information private. Talk about how to navigate requests to share photos, passwords, or other private information with friends.

For helpful tips, visit [commonsense.org](https://www.commonsense.org)



Common Sense is committed to making kids the nation's top priority. We are a trusted guide for the families, educators, and advocates who help kids thrive. We provide resources to harness the power of media, technology, and public policy to improve the well-being of every child.

# Fall In Love with Dairy Again

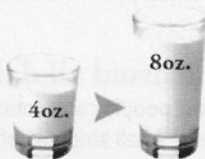
Do you love the taste of dairy foods, but sometimes feel uncomfortable or bloated after having milk, cheese or yogurt? If so, there are a variety of tips that may help you enjoy the recommended 3 servings of low-fat or fat-free dairy foods every day – without experiencing discomfort. This is good news because the 2010 Dietary Guidelines for Americans (DGA) recognizes dairy foods as an important source of nutrients, such as calcium, potassium and vitamin D, for those with lactose intolerance.



## Enjoy Dairy Again with These Tips:

### SIP IT.

Start with a small amount of milk daily and increase slowly over several days or weeks to find the amount that works with your tolerance.



### TRY IT.

Opt for lactose-free milk and milk products, like Lactaid. These real milk products have lower amounts of or zero lactose and provide the same nutrients as regular dairy foods. They also taste great!



### STIR IT.

Mix milk with other food, such as soup or cereal; blend with fruit; or drink with meals. Solid foods help slow digestion and allow the body more time to digest lactose.



### SLICE IT.

Top sandwiches or crackers with natural cheese such as Cheddar, Colby, Queso Blanco, Monterey Jack, mozzarella and Swiss. These cheeses contain <0.1 grams of lactose per serving.



### SPOON IT.

Enjoy yogurt. Traditional yogurt and Greek-style yogurt that contain live and active cultures help to digest lactose.



## FAST FACTS ABOUT LACTOSE-FREE AND OTHER DAIRY FOODS

A cup of milk has 12 grams of lactose. People with lactose intolerance can often enjoy these dairy foods without discomfort:

<b>Lactaid® Milk, Low-fat, Lactose-free*</b>	(1 cup) 0 g lactose <sup>1</sup>
<b>Low-fat Cottage Cheese</b>	(1/2 cup) 3 g lactose <sup>2</sup>
<b>Cheddar, Swiss, Mozzarella Cheese</b>	(1 oz) <0.1 g lactose <sup>2</sup>
<b>American Cheese</b>	(1 oz) 1 g lactose <sup>2</sup>
<b>Plain Greek-style Yogurt**</b>	(6 oz) 4 g lactose <sup>2</sup>
<b>Plain, Low-fat Yogurt**</b>	(6 oz) 13 g lactose <sup>2</sup>
<b>Select Hispanic Cheeses (Queso Blanco, Queso Fresco)</b>	(1 oz) 1 g lactose <sup>2</sup>

*There is a variation in lactose content from product to product.*

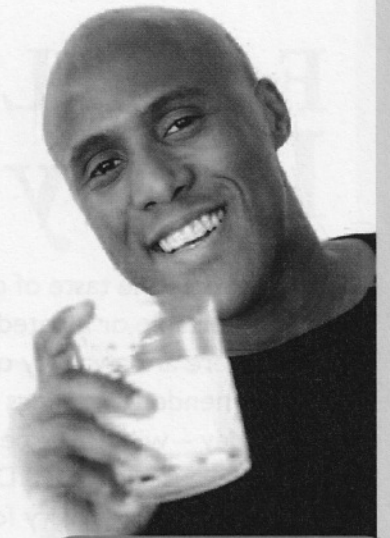
Lactose-free milk is real milk, just without the lactose! So, sip and enjoy the nutritional benefits of dairy, without unwanted discomfort. People like the taste of lactose-free milk more than some of the available non-dairy alternatives.<sup>3</sup>

A wide variety of lactose-free dairy products are available, including reduced-fat, low-fat and fat-free chocolate milk, yogurt, ice cream and cottage cheese. Ask if your supermarket has a registered dietitian on staff to help guide you to more options.

\* Look for other lactose-free products including yogurt, cottage cheese and ice cream.

\*\* Yogurt, plain and flavored, is often well tolerated by individuals with lactose intolerance because the live and active cultures help to digest the lactose.

# Common Questions About Lactose Intolerance



## What is lactose intolerance?

Lactose intolerance is one type of food sensitivity (not an allergy or disease). It is the result of not having enough lactase, an enzyme that digests lactose, the natural sugar in milk. People who are lactose intolerant may experience discomfort after consuming more lactose than their system can handle at one time.

## How do I know if I'm lactose intolerant?

Gastrointestinal issues, such as stomachaches or bloating can sometimes occur in people who are lactose intolerant after digesting lactose. However, these symptoms have many different causes. Your doctor can help you determine if you are lactose intolerant or if your digestive discomfort is caused by something else. The hydrogen breath test is one way doctors help determine if you are lactose intolerant.

## I used to drink milk all the time when I was a child.

### Why am I more sensitive to dairy now?

Your body makes an enzyme called lactase to help digest the lactose in milk. As an adult, your body may be making less of this enzyme than when you were younger. This may make it more difficult to tolerate dairy.

## If I am lactose intolerant, do I have to avoid all dairy foods?

Lactose intolerance is a very individual condition. Most people can continue to enjoy low-fat and fat-free dairy foods by drinking lactose-free milk, having small amounts of regular milk with meals or including natural cheeses, traditional yogurt or Greek-style yogurt in their diets.

## Can't I get all the nutrients I need without dairy foods in my diet?

Health and nutrition experts recommend individuals with lactose intolerance try to keep dairy in the diet to help meet nutrient recommendations. The dairy food group (milk, cheese and yogurt) provides key nutrients such as calcium, potassium and vitamin D. It's difficult to get enough of these nutrients without dairy foods in your diet.

## Can I consume whey protein if I'm lactose intolerant?

If you are lactose intolerant, or sensitive to lactose, you may be able to tolerate whey protein isolate, which contains very little lactose. The amount of lactose in whey protein concentrate is higher. As always, it is important to contact the manufacturer as lactose content can vary from product to product.

## Is lactose intolerance the same thing as a milk allergy?

No, being lactose intolerant is not the same as having a milk allergy. A milk allergy is caused by a reaction to the protein in milk. Lactose intolerance indicates that your body has a hard time digesting the natural sugar (lactose) in milk. While people with milk allergies must avoid dairy, avoidance is not necessary for those who are lactose intolerant.

## Can children be lactose intolerant?

Lactose intolerance is less common in young children. If you think your child is lactose intolerant, talk to your family doctor, pediatrician or a registered dietitian. The American Academy of Pediatrics encourages children with lactose intolerance to consume dairy foods in order to get enough nutrients that are essential for bone health and overall growth.

These organizations support a dairy-first approach to lactose intolerance and the 3 daily servings of nutrient-rich, low-fat or fat-free milk or milk products, recommended by the 2010 Dietary Guidelines for Americans



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(References)

- 1 <http://www.lactaid.com/products/lowfat-milk-1-percent>. Accessed December 17, 2012.
- 2 USDA / ARS, Nutrient Data Laboratory, Standard Reference, 25. Accessed December 17, 2012. Lactose content varies by product and the lactose content of a specific product would need to be verified by a brand. Lactose content based on sugar content when lactose was not available.
- 3 Moskowitz HR, et al. J Sensory Studies. 2009; 24:731-748.

[Click here for a complete list of references.](#)

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According to the 2010 Dietary Guidelines for Americans (DGA), Americans are falling short on vitamin D, calcium and potassium in their diets. Milk is the #1 food source of these nutrients and the DGA recommends increasing intakes of low-fat or fat-free milk and milk products to help fill these nutrient gaps.