



June Dairy Month Media Kit Available Now!

Dear Editor,

June Dairy Month is a tradition dating back over sixty years. It started in 1937, when grocer organizations sponsored "National Milk Month." By 1939, June became "National Dairy Month," saluting America's dairy farmers and promoting the use of all dairy foods.

During "June Dairy Month 2009" we recognize the dairymen and women for their hard work, which provides all of us with the delicious and nutritious dairy products we enjoy.

United Dairymen of Idaho is pleased to offer a June Dairy Month kit with materials for your publication. If you are interested in receiving the kit via email, please contact Cheri Storey at cstorey@udidaho.org

In addition, I am pleased to inform you that United Dairymen of Idaho is providing a quarter page (5.75x10.5) **paid ad** for your "June Dairy Month" section. Please contact Cheri Storey at cstorey@udidaho.org to receive the ad via email.

Please submit your invoice for payment (**must include the ad proof**) to:
Idaho Dairy Products Commission
Attn: Deana Sessions
10221 West Emerald, Suite 180
Boise, ID 83704
Or fax invoice/ad proof to: 208-327-7054 or email to dsessions@udidaho.org

Sincerely,

Cheri Storey
Communications Director



News Release

United Dairymen of Idaho

10221 West Emerald, Suite 180
Boise, Idaho 83704
(208) 327-7050
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For Immediate Release

Contact: Cheri Storey
Communications Director
208-327-7050
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Idaho's Dairy Farm Families Bring A Lot to the Table

May – 2009 - Boise, ID - It's a fact - Idaho's dairy industry is the number one agriculture crop in Idaho. June Dairy Month is the perfect time to reflect on how the dairy industry impacts Idaho's economy. Idaho's dairy industry is more than just milk. Dairy farmers bring jobs and economic activity to communities across the nation. In fact, each dollar a dairy farmer receives in milk sales generates more money for the local economy.

“We know we are producing a quality product that is valued by people all over this country and really the world,” said Art Lee, Co-Chair for United Dairymen of Idaho. “There will always be a need for good, beneficial food and that's what we as an industry focus on – providing a wholesome product now and for generations to come.”

The dairy industry continues to be a significant factor in Idaho's overall economic health. In 2008, on-farm cash receipts from milk produced on Idaho farms amounted to approximately \$2.1 billion dollars (based on an average price of \$17.11 per hundred pounds produced, down from \$17.77 in 2007). In 1970, Idaho's dairy industry generated \$73 million dollars in cash receipts.

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Idaho is home to a mixture of large and small dairy farms, both of which contribute to the local economy by supporting local businesses and the community tax base. All but one of Idaho's dairies is family owned and operated. More than half of Idaho's dairies have fewer than 500 cows. When a dairy farm spends money locally, it creates a multiplier effect of more than two-and-a-half times the original dollar spent. Direct employment on dairies and in milk and cheese processing plants accounted for 9,260 jobs in southern Idaho. Idaho's dairy industry supports local businesses. When dairy farmers purchase machinery, trucks, fuel, and more from local companies, they help generate jobs and income for others. In addition, dairies create jobs for people who grow and ship feed for cows, as well as jobs for veterinarians, insurance agents, accountants, bankers, and others. Truckers, packaging manufacturers and food marketers complete the cycle by transporting and marketing dairy products. This means additional jobs in the transportation, distribution and retail industries. In fact, more than 22,730 jobs across southern Idaho are attributed to the state's dairy industry.

With so many people involved in the dairy industry, it only makes sense that Idaho is the 2nd largest milk producing state in the twelve western U.S. states and ranks third in the total U.S. As of December 31, 2008, the state had 602 dairy farm operations; producing 12.284 billion pounds of milk (1.428 billion gallons) from the 532,353 cows milking.

Financial contributions to the state through personal income and taxes from Idaho's dairy industry can't be overlooked. Idaho's dairy farm families accounted for \$428 million in personal income in south central Idaho. With the secondary employment, study estimates show an additional \$655.4 million of personal income to the south central Idaho region, totaling over \$1 billion that Idaho's dairy industry contributes to the economy. Dairy farms and dairy manufacturing also generated \$26.7 million in tax revenues. Add in the secondary economic activity and the state of Idaho realizes an estimated \$67.5 million in tax revenues that is attributable to the dairy industry.

In terms of milk production: In 1970, Idaho's dairy farmers produced 1.4 billion pounds; but in 2008 produced 12,284 billion pounds. The state average for annual milk per cow is 23,075 pounds (2,683 gallons) in 2008, while the state average in 1970 was 9,793 pounds (1,138 gallons).

The dairy industry provides significant resources to support the research and promotion needed to stabilize and sustain Idaho's dairy industry to drive demand for Idaho produced dairy products, which contributes to the financial stability of rural communities and benefits the state's and region's economies.

At the end of the day, Idaho's dairy producers are proud of their industry and its contribution to Idaho's economic health.

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Source: *The Economic and Fiscal Impacts of the Dairy farming and dairy Product Manufacturing Industries in South Central Idaho*; Dr. Don Holley & John Church, Boise State University, Department of Business and Economics; Sept. 2006.

United Dairymen of Idaho (UDI) is the local planning and management organization responsible for increasing demand for U.S. produced dairy products on behalf of Idaho's dairy farm families.

Dairy Trivia

- Americans eat the equivalent of 10 acres of pizza (and Mozzarella cheese) every day.
- Just ate spicy food? Milk is better than water for cooling your mouth. A protein in milk called casein cleanses the taste buds.
- Cheddar cheese was first developed in the town of, yes, Cheddar Gorge, England, more than 400 years ago.
- A gallon of milk weighs 8.59 pounds.
- A cow has four stomachs and 24 teeth.
- The most common breed of dairy cow in the United States is the Holstein; Jersey cows produce milk with the highest butterfat content.
- An average cow produces about 350,000 glasses of milk in her lifetime.
- Plastic milk bottles were first introduced in the United States in 1967.
- McDonald's® and Wendy's® introduced single-serve plastic milk containers in the summer of 2004.
- The tradition of making Swiss cheese in 200-pound wheels began in the Middle Ages, when the Swiss government taxed cheese makers on the number of pieces they produced, rather than according to the total weight of the cheese they made.
- To get the same amount of calcium provided by 8 ounces of milk, you would have to eat 2 1/4 cups of broccoli, 6 3/4 oranges or 6 slices of wheat bread.
- If you open the refrigerator in 96 percent of all households, you'll find a container of milk; 94 percent of all households have cheese.
- Total cheese per capita consumption was 31 pounds in 2004.
- Forty percent of all cheese is served at restaurants and cafeterias.
- An average dairy cow weighs 1,400 pounds and consumes about 50 pounds of dry matter (e.g., hay, grass, grain) each day.
- The average cow drinks from 30 to 50 gallons of water each day — about a bathtub's worth.
- Cows have an acute sense of smell, and can smell something up to 6 miles away.
- Most cows chew at least 50 times per minute, and spend 10 hours a day chewing their cud in order to aid in digestion.
- Cows arrived in America with the Jamestown settlers in 1611.
- Tank trucks for transporting fluid milk were first introduced in 1914.

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Contact: Cheri Storey
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Idaho Student Earns Scholarship and Milk Mustache

Boise, ID – Adam Kinalski is the newest milk mustache star in Idaho. The Bishop Kelly High School junior was recently chosen to receive the 2009 Interscholastic Star Student Recognition Scholarship. The scholarship is provided by the Idaho High School Activities Association (IHSAA), which is sponsored by United Dairymen of Idaho (UDI) on behalf of Idaho's dairy farm families. United Dairymen of Idaho and the Idaho High School Activities Association are partners in youth development.

United Dairymen of Idaho will present \$1,000 in Kinalski's name to Bishop Kelly High School. IHSAA will present Kinalski with a \$1,000 scholarship to the college of his choice. Candidates for the scholarship must participate in IHSAA sponsored athletic and non-athletic activities.

UDI provides program covers to high schools for their sports events and other school programs. Kinalski will be featured sporting a milk mustache on the back page of the program covers.

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Dairy products are a part of Kinalski's everyday life. "I drink a glass of milk with each meal. I especially enjoy chocolate milk after a track meet. I know that milk is the perfect mix of carbs and protein so it's a great recovery drink. It tastes great too!" Kinalski knows that dairy plays a key role in helping him maintain a healthy body. After all, three servings of milk, cheese or yogurt is a deliciously easy way to help build stronger bones and better bodies. Milk has a great nutrient package including calcium, protein, vitamin A and six other essential nutrients for healthy growth and development.

Adam will be a senior at Bishop Kelly High School. He participates in cross country, track and field and competitive speech and debate. He has competed in the Science Olympiad and the Quiz Bowl. He is a member of his school's Human Rights Club, Earth Club and History Club. He is a member of National Honor Society and was chosen as one of four representatives for Leadership Boise Academy. Adam volunteers for Big Brothers Big Sisters on the Magical Moments team.

Rebecca Cox from Parma High School, Samuel Hermann from Genesee High School, Madison Leonard from Coeur d'Alene High School and Devin Bean from Sugar-Salem High School were also named Interscholastic Stars. These students received a \$1,000 scholarship from IHSAA. As part of its sponsorship, UDI will give their schools \$1,000 in their names. In addition, UDI will give \$500 to each high school for runners-up Kayla Thomas from Malad High School, Jonathan Paul from Clearwater Valley High School, Kayla Alder from Capital High School, Nicola Elliott from Emmett High School and Angela Edwards from Weiser high School.

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FOR IMMEDIATE RELEASE

June 1, 2009

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McDonald's® Serves Thousands of Free McCafé® Mocha Drinks in Exchange for Donations to the Idaho Ronald McDonald House®

Boise, ID – During the month of May, Treasure Valley area McDonald's® restaurants served more than 7,200 new McCafé® mocha samples, and raised nearly \$1,800 for the Idaho Ronald McDonald House® during its “May Mocha Mondays” fundraising event. McDonald's, in partnership with the United Dairymen of Idaho, hosted this special fundraiser to recognize customers who donated 25 cents or more by offering a complimentary McCafé® mocha espresso drink sample.

“The Idaho Ronald McDonald House is a very special local charity that each year serves as an invaluable ‘home away from home’ for hundreds of families of children needing medical care,” said Dick Darmody, Owner-Operator of McDonald's of the Treasure Valley. “We truly appreciate our customers for joining us in our efforts to support and raise funds for this incredible charity that works year-round to serve families during some of the most difficult times of their lives.”

Since opening its doors in 1988, the Idaho Ronald McDonald House has relied on the generosity of McDonald's customers through their canister donations and other McDonald's fundraisers.

The new McCafé mocha espresso drink is made to order, either hot or iced, with freshly ground espresso beans, steamed milk (whole or non-fat), chocolate syrup, and whipped cream, topped with chocolate drizzle. The new McCafé drinks include mochas, lattes, cappuccinos and hot chocolate. Customers can also choose from a variety of syrup flavors including caramel, hazelnut, vanilla and sugar-free vanilla. These premium beverages are among the newest offerings at McDonald's, and are now available at 22 McDonald's locations throughout the Treasure Valley area. Small lattes start at just \$1.99.

About the Idaho Ronald McDonald House

The Idaho Ronald McDonald House opened on February 1, 1988 with 4 bedrooms and was the smallest Ronald McDonald House in the world. 21 years and two expansions later, the 17,000 square foot facility can accommodate 19 families each night. Common areas include two kitchens, dining areas, a large living room, playroom, three laundry rooms, a media room and a large backyard with a playground area. The Ronald McDonald House is home to over 550 families each year. Guests come from throughout the state of Idaho, Eastern Oregon, Northern Nevada and Alaska.

About McDonald's of Idaho

The 51 McDonald's restaurants in the state of Idaho are locally owned and operated by Idaho citizens. As proud residents of Idaho, McDonald's Owner-Operators believe that being part of a community means giving back to it by supporting local economies in Idaho. McDonald's restaurants of Idaho spend more than \$46.9 million in their communities annually and create more than 5,840 jobs. To obtain nutritional information about McDonald's menu or other information on McDonald's, visit www.mcdonalds.com.

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NEW STUDY FINDS TEENS WITH HIGHER DAIRY INTAKE HAVE LOWER BODY FAT *Three Servings of Dairy Each Day a Core Part of Healthy Diet*

Boise, Id – May 2009 – A new study released in the *Journal of American College of Nutrition* found that adolescents who consumed closer to the recommended three servings of dairy foods per day had a lower body mass index (BMI) and less body fat than those with lower daily dairy consumption.¹

“The results of the study further support existing evidence that nutrient-rich foods, such as low-fat and fat-free dairy products, are a core part of a healthy diet and may protect against adding excess body fat for children and adolescents,” said Shannon Carmody, MS, Nutrition and Wellness Director for Idaho Dairy Council. “Encouraging kids to eat three servings of milk, cheese or yogurt each day is a deliciously easy way to help them build and maintain strong, healthy bones, muscles and teeth.”

The study explored the association between dairy consumption and body fat among more than 10,000 U.S. children and adolescents participating in two of the National Health and Nutrition Examination Surveys (NHANES), from 1988-1994 and 1999-2002. Results showed that, in both survey periods, a low dairy intake among 12-16 year-olds—less than one serving per day for girls and less than two servings per day for boys—was associated with a higher BMI and greater body fat. Additionally, similar results were seen when examining total calcium intake in relation to body fat among the same age range. However, among younger children, ages 5-11, there was no consistent association between dairy food or calcium intake and body fat levels.

¹ Moore LL, Singer MR, Qureshi MM, Bradlee ML. Dairy Intake and Anthropometric Measures of Body Fat Among Children and Adolescents in NHANES. *Journal of the American College of Nutrition* 2008;27:702-710.

The 2005 Dietary Guidelines for Americans (DGA) encourages children and adolescents 9 years of age and older to consume three servings of low-fat or fat-free milk, cheese or yogurt each day.² The DGA identified five “nutrients of concern” for which children have inadequate intakes—fiber, vitamin E, calcium, potassium and magnesium. Dairy foods supply three of these shortfall nutrients—calcium, potassium and magnesium.

Flavored milk is a nutritious and delicious solution to help children come closer to meeting these recommendations. Research demonstrates that children and adolescents who drink either flavored or plain milk consume more nutrients and have a lower or comparable BMI than children who don’t drink milk.³ Additionally, added sugar or fat consumption does not differ in children who drink flavored milk compared to children who do not drink milk, but flavored milk drinkers do have higher calcium intakes.⁴

Idaho Dairy Council and National Dairy Council are working to improve children’s health by educating and collaborating with health professionals, schools and parents to ensure that our nation’s youth reap the many health benefits of nutrient-rich, low-fat and fat-free dairy foods. The dairy industry has made improvements to increase milk’s appeal to children, including plastic packaging, one or more additional flavors, and better refrigeration and merchandising, resulting in a 37% increase in school milk consumption.⁵ The National Dairy Council is also working with industry partners to develop flavored milk formulations that will appeal to children, schools and moms, including reduced-sugar and low-fat and fat-free varieties.

For more information on the health benefits of dairy foods, visit [local website] or www.NationalDairyCouncil.org.

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[INSERT LOCAL S/R BOILERPLATE]

National Dairy Council® (NDC) is the nutrition research, education and communications arm of Dairy Management Inc™. On behalf of U.S. dairy farmers, NDC provides science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier society, including health professionals, educators, school nutrition directors, academia, industry, consumers and media.

Established in 1915, NDC is dedicated to educating the public on the health benefits of consuming milk and milk products throughout a person’s lifespan. For more information, visit www.nationaldairycouncil.org.

Idaho Dairy Council is a non-profit nutrition education organization dedicated to providing science-based materials to health professionals, schools and consumers throughout the state of Idaho.

² U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Dietary Guidelines for Americans*, 2005. 6th Edition, Washington, DC: U.S. Government Printing Office, January 2005.

³ Murphy MM, Douglass JS, Johnson RK, Spence LA. *Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in U.S. children and adolescents. Journal of the American Dietetic Association*. 2008;108:631-639.

⁴ Johnson, et al. The nutritional consequences of flavored milk consumption by school-aged children and adolescents in the United States. *Journal of the American Dietetic Association* 2002;102:853-856.

⁵ National Dairy Council and American School Food Service Association. *The School Milk Pilot Test*. Beverage Marketing Corporation for NDC and ASFSA, 2002.



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Wake Up to the Benefits of Breakfast

Eating a well-balanced breakfast helps keep kids and parents focused and energized

May – 2009 - Boise, ID – Mothers always say breakfast is the most important meal of the day. In a recent survey released by the International Food Information Council (IFIC) Foundation, more than 90 percent of Americans agreed with the sentiment, but only 49 percent actually ate breakfast every day. Consumers identified several reasons for skipping breakfast including not being hungry right after waking up and not having enough time.

“Breakfast sets the nutritional tone for the remainder of the day,” said David Schmidt, CEO, IFIC Foundation. “There are many benefits to eating a healthful, well-balanced breakfast that includes whole grains, low-fat or fat-free dairy, and fruit or 100 percent fruit juice. Including these MyPyramid ‘food groups to encourage’ at breakfast can go a long way in helping families meet the Dietary Guidelines for Americans.”

According to scientific research regular breakfast consumption is association with higher intake of whole grains and several vitamins and minerals such as calcium, vitamin D, and vitamin C, which boost the likelihood of meeting nutritional recommendations.¹

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There also is scientific evidence to suggest that breakfast aids in mental focus and cognitive performance, especially in children and adolescents. A 2005 review of 22 research studies related to breakfast consumption and academic performance in children and adolescents suggests that eating breakfast may help children do better in school by improving memory, test grades, school attendance, psychosocial function, and mood.

According to the IFIC Review: *Breakfast and Health*, eating breakfast could help increase mental focus and improve academic performance. Breakfast may also provide benefits to optimize health, improving cardiovascular, digestive and bone health.

“Parents understand that eating breakfast builds better bodies,” said Schmidt. “Eating breakfast that includes nutrient-rich foods such as whole-grain hot and ready-to-eat cereals, fat-free and low-fat milk and yogurt, and fruit and 100 percent fruit juice are popular picks that may promote heart health and help strengthen bones.”

1 IFIC Review: Breakfast and health, IFIC Foundation, 2008.

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Wake Up to the benefits of breakfast!

Breakfast. Research shows that many of us believe that it's the most important meal of the day—and there is plenty of science to support it. Still, more than half of us do not eat breakfast everyday. Learn about the long-standing and latest reasons to enjoy the morning meal.



Breakfast Boosts Brain Power

How totally cool that breakfast fuels kids' brains for school! Several studies suggest that eating breakfast may help children do better in school by improving memory, alertness, concentration, problem-solving ability, test scores, school attendance, and mood. Adult breakfast skippers, take a lesson—eating breakfast may help boost your brain power, too.

Breakfast is Just Plain Good for You

Breakfast-eating kids and adults get more fiber, calcium, vitamins A and C, riboflavin, zinc, and iron in their diets than breakfast-skippers. It's no wonder when you consider that nutrient-rich foods such as whole-grain hot and ready-to-eat cereals, fat-free and low-fat milk and yogurt, and fruit and 100 percent fruit juice are popular breakfast picks.



adult breakfast skippers are at *greater* risk for obesity and weight gain, while breakfast eaters tend to have healthier weights. Kids and teens who eat breakfast are less likely to be overweight, too. And, according to findings from the National Weight Control Registry, almost eight in 10 adults who maintain a 30-plus pound weight loss for at least a year eat breakfast every day.

Why the breakfast benefit? Research shows a link between healthier body weights and eating foods such as hot and ready-to-eat cereal and fat-free or low-fat milk and milk products. Breakfast foods like oatmeal and high-protein milk products and eggs also may help you feel full.

Breakfast Builds Better Bodies

Eating breakfast may help your heart, digestion, bones and more to meet dietary guidelines!



• A healthier heart.

Adults and kids who skip breakfast tend to have higher blood cholesterol levels—a risk factor for heart disease—than do breakfast eaters. Why? Breakfast-eating adults tend to get less fat and more fiber in their diets. Kids and teens who eat breakfast get more fiber, too.

Common breakfast foods may promote heart health. For instance, the soluble fiber in oatmeal may help reduce cholesterol and the whole grains and fiber in some cereals and breads may help reduce heart disease

Breakfast Fuels Your Empty Tank

Do you bypass breakfast to save time in the morning? This tactic often backfires, because running on empty can leave you feeling fatigued and out-of-sorts—not on top of your game like you need to be. So, stoke your energy engine! Break for breakfast—it takes just a few minutes to fuel up.

Your kids are more likely to eat breakfast if you do, too. Eating breakfast together is even a better bonus—it helps instill more healthful eating habits in kids as they grow up.

Breakfast is the “Weigh” to Go



The first meal of the day can help keep weight gain away, so don't skip breakfast to manage your weight. Research suggests that



risk. Morning foods like fat-free or low-fat milk and yogurt, fruit, 100 percent fruit juices, and whole grain cereals can be part of an eating plan that helps control blood pressure and reduce LDL (bad) cholesterol levels.

• **Better digestion.**

The insoluble fiber in many breakfast cereals and in other breakfast foods like whole-wheat breads, bagels and English muffins, and fruits, may help keep you regular. Some research suggests that fiber may reduce the risk of colon cancer. “Friendly” bacteria that may promote digestive health and the components that help them thrive are found in some yogurts, yogurt drinks, and cereals.



• **Stronger bones.**

A wholesome breakfast serves up nutrients important for healthy bones. For instance, milk—the most commonly-consumed breakfast food—provides calcium, vitamin D, and protein to name a few. Adults, teens, and kids who regularly eat breakfast consume more calcium and other nutrients each day. And people who start the day with the traditional cereal and milk combo get seven times more calcium at breakfast than those who eat cereal without milk.

• **Improved metabolism.**

Newer, emerging research suggests that eating a nutritious breakfast of whole-grain cereal and milk may help the body better regulate insulin levels. Studies also suggest that popular breakfast foods such as whole-grain cereals and breads, milk products, and fruit may help reduce risk for metabolic syndrome. This condition is linked to being overweight and increases the risk for heart disease and type 2 diabetes.



INVEST TIME TO SAVE TIME

Invest in a little planning time to gain the big benefits of breakfast.

- Sit down with the family to plan nutritious breakfasts for the week. Post the plan in plain sight in the kitchen. Getting kids involved encourages them to eat the morning meal.
- Add breakfast items to your shopping list so your kitchen is well-stocked.
- Each evening, set the table for breakfast and put out non-perishables such as cereal boxes, oatmeal containers, whole-grain bread, peanut butter, and fruit.
- Store milk, yogurt, hard-cooked eggs, 100 percent fruit juice and other perishable breakfast foods in the front of the fridge so they're quick to grab.
- If the family is brown-bagging breakfast, pack and label each person's bag the night before and store them in the fridge. Better yet, get everyone to assemble their own breakfast bag.
- On weekends, take time for a fun and healthful family breakfast to share the details of your busy week.

For more information about breakfast and health, please visit:

<http://ific.org/publications/other/breakfast.cfm>



International Food Information Council Foundation
1100 Connecticut Avenue, NW,
Suite 430
Washington, DC 20036

Putting the *fast* in breakfast—



3

quick and easy solutions

No time for breakfast? If so, you or your family are missing out on the many benefits of eating the morning meal. Check out the three quick and easy solutions below plus a full menu of speedy, nutritious—and simply delicious—breakfasts the whole family will love.



solution 1

Break for Breakfast: Take a Few Minutes to Fuel Up

Don't skip breakfast to shave precious morning minutes! Try these lightning-fast meals that can help propel you and your kids throughout the day.

- **The Traditional Triplet.**

Whole-grain ready-to-eat cereal and fat-free milk plus 100 percent orange juice.

- **The Hot and Wholesome Bowl.**

Microwavable oatmeal with chopped apples and walnuts—make with fat-free milk instead of water for an extra punch of protein, calcium, and vitamin D.

- **The PB&B.**

Whole-wheat toast topped with peanut butter and sliced bananas plus fat-free milk.



- **The Swirl-and-Go.**

Crunchy high-fiber cereal, blueberries, and sunflower seeds swirled into low-fat or fat-free vanilla yogurt.



- **The Little Dipper.**

Graham crackers dipped into low-fat or fat-free fruit yogurt plus 100 percent apple juice.

- **A Little on the Lunch Side.**

A turkey and low-fat Swiss sandwich on whole-wheat plus 100 percent orange juice.

- **On a Roll.**

A whole-wheat tortilla wrapped around a low-fat cheese stick plus a bunch of grapes (be sure to cut grapes in half for younger children).

- **The Waffle Tower.**

A toasted frozen whole-grain waffle piled high with sliced strawberries, a dollop of low-fat or fat-free yogurt and a sprinkling of sliced almonds.

- **Easy as Apple Pie.**

A toasted whole-grain bagel half layered with apples slices and reduced-fat Cheddar cheese.

- **Something Spicy.**

Whole-grain cinnamon-raisin toast spread with low-fat ricotta cheese plus 100 percent orange juice.

solution 2

Brown Bag Breakfast: It's Not Just for Lunch Anymore

Pack good nutrition into your and your kid's day! It's quick to add breakfast items right into lunch bags and boxes. Try these combos—or mix-and-match foods to suit your family's taste buds.

- **Smooth and Crunchy.**

A bottled yogurt smoothie, small bag of whole-grain cereal, and a banana.

- **Say "Cheese."**

A low-fat cheese stick, whole-grain crackers, and a 100 percent apple juice box.

- **Peachy Plus.**

A container of low-fat cottage cheese and diced peaches plus whole-grain crackers.

- **A Most Tutable Trio.**

A whole-grain cereal bar, fat-free yogurt cup, and a pear.

- **Your Pick Mix.**

Your favorite cereal, dried fruit and nuts in a resealable plastic bag plus a single-serve container of low-fat or fat-free milk.

- **Kid-Friendly Combo.**

An oatmeal-apple muffin and a single-size bottle of low-fat chocolate milk.





- **On a Roll.**
A whole-wheat tortilla wrapped around a low-fat cheese stick plus a bunch of grapes (be sure to cut grapes in half for younger children).

- **On the Grownup Side.**
A bran muffin, pink grapefruit cup, and single-size bottle of low-fat or fat-free milk.

- **A Savory Start.**
A hard-cooked egg, whole-wheat bread sticks, and a single serve can of reduced-sodium tomato juice.

- **Lunch Redux.**
An extra sandwich, apple, and bottle of low-fat or fat-free milk.

- **A Slice of Life.**
A cold cheese pizza slice plus 100 percent grape juice box.



solution 3

You Don't Have to Eat Breakfast Right Away, Eat it Within the First Few Hours of Your Day.

Where is it written that you have to eat breakfast the minute you get up—especially if you're not hungry yet? Enjoy these options a little later when hunger strikes.

- **Right through the Drive-Through.**
Order a low-fat yogurt, granola and fruit breakfast "sundae" plus 100 percent orange juice.

- **Coffee Shop Stop.**
A whole-grain English muffin with light cream cheese, fruit salad, and a small latte made with fat-free milk.

- **Vending Adventure.**
A granola bar, any fresh fruit, and a container of fat-free milk.

- **Fast from the Cafeteria.**
Oatmeal or ready-to-eat cereal with fat-free milk plus 100 percent orange juice.

- **The Build-a-Breakfast Desk Drawer.**



Instant oatmeal packs, single-serving whole-grain cereal boxes, cereal bars, nuts, peanut butter, whole-grain crackers, dried fruit, shelf-

stable containers of water-packed fruit, and 100 percent juice boxes. Keep low-fat or fat-free milk and yogurt in the office fridge.

- **Home on the Range.**
Any of the speedy ideas above or a more leisurely meal of a low-fat cheese omelet, veggie "sausage" or low-or reduced-fat sausage patty, whole-wheat toast, and sliced cantaloupe.

Mmm Mmm Morning Sundae

Quick and Easy from Kidnetic.com!

(makes 2 servings)

WHAT'S IN IT?

- 2 cups low-fat granola cereal without raisins
- 3/4 cup (6 ounces) low-fat vanilla yogurt
- 1 cup raspberries or blueberries, fresh or frozen (thawed)



STUFF YOU NEED

- 2 large glass mugs or sundae glasses
- Spoon
- Measuring cups
- Measuring spoons

HOW TO PUT IT TOGETHER

1. Into each glass, plop 1/2 cup of the cereal, then 3 tablespoons of the yogurt, then 1/4 cup of the berries.
2. Repeat.
3. Eat!



For more kid-friendly, easy-to-make recipes, visit the Recipe Roundup on Kidnetic.com at

<http://www.kidnetic.com/recipes/>



For more information about breakfast and health, please visit:

<http://ific.org/publications/other/breakfast.cfm>



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Washington, DC 20036

33 Trim & Tasty Snack Ideas

Including a dairy snack between meals is a healthy way to keep hunger in check and stay energized throughout the day. In addition, enjoying 3-A-Day of Dairy -- 3 servings of milk, cheese or yogurt each day -- as part of a reduced-calorie weight loss plan can help people lose more weight by burning more fat than just by cutting calories alone*!



3 servings of dairy a day in a reduced-calorie diet supports weight loss.

Milk

- 1. Rise and Shine:**
Get a mid-morning boost with a cold glass of fat free milk and sliced peaches.
- 2. Strawberry-sicles:**
Mix lowfat strawberry milk with fresh strawberry slices and freeze in a popsicle container.
- 3. Flavor on-the-Fly:**
Fat free flavored milks are perfect anywhere you go- just take, shake and sip!
- 4. Choco-Raspberry Chug**
Blend a cup of fat free milk with frozen raspberries and sweetened cocoa.
- 5. Sweet Milk Steamer:**
Microwave a cup of lowfat milk and honey.
- 6. Banana Split Blenders:**
Blend lowfat strawberry milk with banana slices and ice.
- 7. Morning Mocha**
Mix a cup of reduced fat milk with a teaspoon of instant coffee and sweetened cocoa.
- 8. A Sip of Spice**
Warm a cup of milk and mix with Chai tea to warm up the afternoon.
- 9. Graham Dunk:**
Dip a few graham crackers into a cold glass of lowfat milk.
- 10. Fruity Splash:**
Blend your strawberry milk with fresh bananas and ice.
- 11. Vanilla-Berry Bowl:**
Enjoy lowfat vanilla milk with a bowl of fresh berries.

Cheese

- 12. Salsa Roll-Up:**
Roll Monterey Jack cheese into a whole-wheat tortilla and dip in salsa.
- 13. Cheddar Crunch:**
Mix ½ cup of Cheddar cheese shreds with popcorn and pretzels.
- 14. Veggie Wraps:**
Wrap Colby Jack cheese around spears of asparagus.
- 15. Cherry Tomato Crunchers**
Top wheat crackers with reduced fat Mozzarella cheese and cherry tomatoes.
- 16. Cheese & Crackers:**
Layer lowfat American cheese and smoked turkey onto crackers.
- 17. Seafood Spread:**
Mix canned salmon or crab with Ricotta or Mozzarella cheese and eat on pita wedges.
- 18. Zesty Tostada:**
Top a tostada with fat free refried beans and reduced fat shredded Pepper Jack cheese.
- 19. Chicken Melt:**
Melt a slice of reduced fat Colby Jack cheese over canned chicken on an English muffin.
- 20. Cheese Ka-bob:**
Alternate small slices of apples and reduced fat Cheddar cheese on skewers.
- 21. Lettuce Wraps**
Wrap a slice of Swiss cheese, turkey, and Dijon mustard in lettuce leaves.
- 22. String by String:**
Pack light string cheese into your bag for a post-workout energizer.

Yogurt

- 23. Tropical Smoothie:**
Blend fresh orange slices with strawberry yogurt and ice.
- 24. Cucumber Salad**
Mix diced cucumber with a cup of lowfat plain yogurt, mint and a pinch of salt and pepper and spread on whole-wheat pita wedges.
- 25. Mango Mixer**
Enjoy a tropical treat by blending mango, plain lowfat yogurt and a splash of pineapple juice.
- 26. Parfait Pleaser:**
Layer granola and fresh fruit with your favorite lowfat yogurt.
- 27. Simple Shortcake:**
Try pieces of angel food cake with a cup of strawberry yogurt for a heavenly treat.
- 28. Berry Blast:**
Mix blueberry yogurt with fresh blueberries or raspberries.
- 29. Go Nuts:**
Top lowfat vanilla yogurt with a few crushed pecans and cinnamon.
- 30. Honey Fruit Dip:**
Mix fat free yogurt with a dollop of honey for a sweet fruit dip.
- 31. Yo-on-the-Go:**
Enjoy your favorite flavor of drinkable yogurt at the office or on the go.
- 32. Mocha Mudslide**
Stir chocolate syrup into a cup of coffee-flavored yogurt and freeze.
- 33. Yogurt Pops:**
Freeze squeezable yogurt for a quick and creamy popsicle.