New Dietary Guidelines  Continued from Page 1

Additionally, the report encompasses five core guidelines:
1. Follow a healthy eating pattern across the lifespan.
2. Focus on variety, nutrient density and amount.
3. Limit calories from added sugars and saturated fats, and reduce sodium intake.
4. Shift to healthier food and beverage choices.
5. Support healthy eating patterns for all.

The emphasis on consuming food in healthy eating patterns is also new (see Page 1): Moving away from previous guidelines that focused mostly on recommending individual dietary components and nutrients, the new DGA proposes three styles of healthy eating patterns, with dairy being a key component in each one.

A final thought: A critical reason for dairy holding its position in the DGA—which is evidence-based—is the tremendous body of research demonstrating milk’s numerous health benefits. It is these health benefits that drive Dairy Council of CA and allow it to keep focus on its cause: improving the health of children and parents in California. As the industry continues to support and even expand its investment in research, I’m confident that when the next DGA is announced in 2020, dairy will remain one of the cornerstones of healthy eating.
Focus on Community

Creating a “Culture of Health” by Improving Food Environment

There is more to healthy eating than consuming nutritious foods. Availability of healthy foods and optimization of the environment in which they’re selected or eaten—home, school, community, workplace or food retail outlet—also have major influences on people’s ability to establish healthy eating habits. This is one of the key findings included in the 2015–2020 Dietary Guidelines for Americans (DGA). It builds on a report last year from the DGAs Scientific Committee, which called for the creation of a “culture of health” to stem the tide of obesity and chronic disease and smooth the path to healthier eating habits and physically active lifestyles.

“The guidelines do more than encourage Americans to adopt healthy eating habits and tell them which foods they should eat,” said Dairy Council of California’s Shannan Young, R.D.N., S.N.S., Program Manager, Food Systems. “They identify a number of spheres of influence that define how the world around us makes food available, accessible and acceptable, and how we have a role in shaping food choices through changes in our settings.”

Young added, “Promoting a culture of health matches so much of the work we do at Dairy Council of CA. We work hand-in-hand with educators, school administrators and foodservice professionals, health professionals, policymakers and partners to make this a reality.”

Q&A Nutrition Expert Sees Opportunities for Dairy in New Dietary Guidelines

Q: How do you think dairy fares in the new 2015–2020 Dietary Guidelines for Americans (DGA)?
A: The guidelines are really outstanding for milk and dairy foods and present some excellent opportunities for boosting consumption. Dairy not only keeps its position as a core member of the five food groups, but the DGA also identifies a number of key nutrients Americans are underconsuming—among them calcium, vitamin D and potassium—that are all found in dairy foods.

Q: How can the industry turn the DGA into an opportunity?
A: The guidelines provide an opportunity for education. Children and families are among the most critical audiences because this is where establishing a strong value for dairy can have an important and long-lasting positive impact on health. Dairy Council of CA may be best positioned to carry this out because it’s already reaching so many children and families with a variety of nutrition education programs. Ultimately, reaching children and families with strong dairy-positive messages will improve lives and provide a major public health service.

Q: How should the industry address the DGA recommendations to limit sugar and sodium?
A: The frenzy to cut sugar and sodium has been somewhat overblown. In fact, when it comes to sodium, the DGA is behind current science, which calls into question that so- dium increases blood pressure and increases risk of heart disease in the general population. Some research even shows low-sodium diets may do more harm than good. When it comes to flavored milks with added sugar, and cheese, which is higher in sodium, education again is the key. The opportunity is to show people these foods should not be looked at through the lens of a single attribute, like sugar or salt, but rather as an entire package of beneficial nutrients often lacking in many Americans’ diets.

Four New Members Appointed to Dairy Council of California Board

We asked new board members what excites them about becoming more involved. Here’s how they responded:

— Craig Veyoda, Dairy Plant Manager, Albertsons-Safeway

Many of our consumers are Hispanic and don’t have a complete education about dairy’s health benefits. I’m eager to help Dairy Council of CA expand its outreach to this community to help them re-embrace milk.

— Michael Anthony, Executive Director of Manufacturing, Unified Grocers

We provide milk to 120 school districts, so I’m looking forward to helping Dairy Council of CA expand its outstanding collaboration with school foodservice directors to excite more kids about drinking milk.

— John Dolan, Vice President of Sales, Driftwood Dairy

I’m excited to play a role in Dairy Council of CA’s great charge of improving the health of children and families. I like being involved with a group that’s so passionate about changing lives through nutrition education.

— Michael Benedetti, Director of Plant Operations, Clover Stornetta Farms
Creating a “Culture of Health” by Improving Food Environment

There is more to healthy eating than consuming nutritious foods. Availability of healthy foods and optimization of the environment in which they’re selected or eaten—home, school, community, workplace or food retail outlet—also have major influences on people’s ability to establish healthy eating habits. This is one of the key findings included in the 2015–2020 Dietary Guidelines for Americans (DGA). It builds on a report last year from the DGAs Scientific Committee, which called for the creation of a “culture of health” to stem the tide of obesity and chronic disease and smooth the path to healthier eating habits and physically active lifestyles.

“...The guidelines do more than encourage Americans to adopt healthy eating habits and tell them which foods they should eat,” said Dairy Council of California’s Shannan Young, R.D.N., S.N.S., Program Manager, Food Systems. “They identify a number of spheres of influence that define how the world around us makes food available, accessible and acceptable, and how we have a role in shaping food choices through changes in our settings.”

Young added, “Promoting a culture of health matches so much of the work we do at Dairy Council of CA. We work hand-in-hand with educators, school administrators and foodservice professionals, health professionals, policymakers and partners to make this a reality.”

Q&A Nutrition Expert Sees Opportunities for Dairy in New Dietary Guidelines

Q: How do you think dairy fares in the new 2015–2020 Dietary Guidelines for Americans (DGA)?
A: The guidelines are really outstanding for milk and dairy foods and present some excellent opportunities for boosting consumption. Dairy not only keeps its position as a core member of the five food groups, but the DGA also identifies a number of key nutrients Americans are underconsuming—among them calcium, vitamin D and potassium—that are all found in dairy foods.

Q: How can the industry turn the DGA into an opportunity?
A: The guidelines provide an opportunity for education. Children and families are among the most critical audiences because this is where establishing a strong value for dairy can have an important and long-lasting positive impact on health. Dairy Council of CA may be best positioned to carry this out because it’s already reaching so many children and families with a variety of nutrition education programs. Ultimately, reaching children and families with strong dairy-positive messages will improve lives and provide a major public health service.

Q: How should the industry address the DGA recommendations to limit sugar and sodium?
A: The frenzy to cut sugar and sodium has been somewhat overblown. In fact, when it comes to sodium, the DGA is behind current science, which calls into question that sodium increases blood pressure and increases risk of heart disease in the general population. Some research even shows low-sodium diets may do more harm than good. When it comes to flavored milks with added sugar, and cheese, which is higher in sodium, education again is the key. The opportunity is to show people these foods should not be looked at through the lens of a single attribute, like sugar or salt, but rather as an entire package of beneficial nutrients often lacking in many Americans’ diets.

Community

Increasing presence at neighborhood health clinics, school-based health clinics, churches, drug stores and other places that increasingly offer basic health care allows Dairy Council of CA to reach parents and children in the new health care landscape.

Four New Members Appointed to Dairy Council of California Board

We asked new board members what excites them about becoming more involved. Here’s how they responded:

I’m looking forward to working with an organization that’s doing so many positive things for our industry, especially the amazing work it does instilling a value for milk in kids and families.
— Craig Veveyda, Dairy Plant Manager, Albertsons-Safeway

Many of our consumers are Hispanic and don’t have a complete education about dairy’s health benefits. I’m eager to help Dairy Council of CA expand its outreach to this community to help them re-embrace milk.
— Michael Anthony, Executive Director of Manufacturing, Unified Grocers

We provide milk to 120 school districts, so I’m looking forward to helping Dairy Council of CA expand its outstanding collaboration with school foodservice directors to excite more kids about drinking milk.
— John Dolan, Vice President of Sales, Driftwood Dairy

I’m excited to play a role in Dairy Council of CA’s great charge of improving the health of children and families. I like being involved with a group that’s so passionate about changing lives through nutrition education.
— Michael Benedetti, Director of Plant Operations, Clover Stornetta Farms

Focus on Community

School

Reaching 2.5 million California K–12 schoolchildren with free nutrition education programs aligned to Common Core State Standards and educating more than 2,500 school foodservice professionals on Smarter Lunchrooms Movement.

Home

By promoting family meals and supplying nutrition education programs for parents, Dairy Council of CA helps foster a home environment that encourages healthy eating.

Workplace

Encouraging walking or activity breaks and offering healthy food choices promotes a culture of health.

Food Retail Outlets

Informing consumers about making healthy eating choices at the point of purchase and providing healthy food choices promotes a culture of health.

Q&A

Roger Clemens, Dr.P.H., Adjunct Professor at University of Southern California School of Pharmacy, served on the 2010 Dietary Guidelines Advisory Committee and is a member of Dairy Council of California’s Functional Food Task Force.
New Dietary Guidelines

Continued from Page 1

Additionally, the report encompasses five core guidelines:
1. Follow a healthy eating pattern across the lifespan.
2. Focus on variety, nutrient density and amount.
3. Limit calories from added sugars and saturated fats, and reduce sodium intake.
4. Shift to healthier food and beverage choices.
5. Support healthy eating patterns for all.

The emphasis on consuming food in healthy eating patterns is also new (see Page 1): Moving away from previous guidelines that focused mostly on recommending individual dietary components and nutrients, the new DGA proposes three styles of healthy eating patterns, with dairy being a key component in each one.

A final thought: A critical reason for dairy holding its position in the DGA—which is evidence-based—is the tremendous body of research demonstrating milk’s numerous health benefits. It is these health benefits that drive Dairy Council of CA and allow it to keep focus on its cause: improving the health of children and parents in California.

As the industry continues to support and even expand its investment in research, I’m confident that when the next DGA is announced in 2020, dairy will remain one of the cornerstones of healthy eating.