

milk!

Secrets, Stories & Facts of America's Favorite Natural Beverage

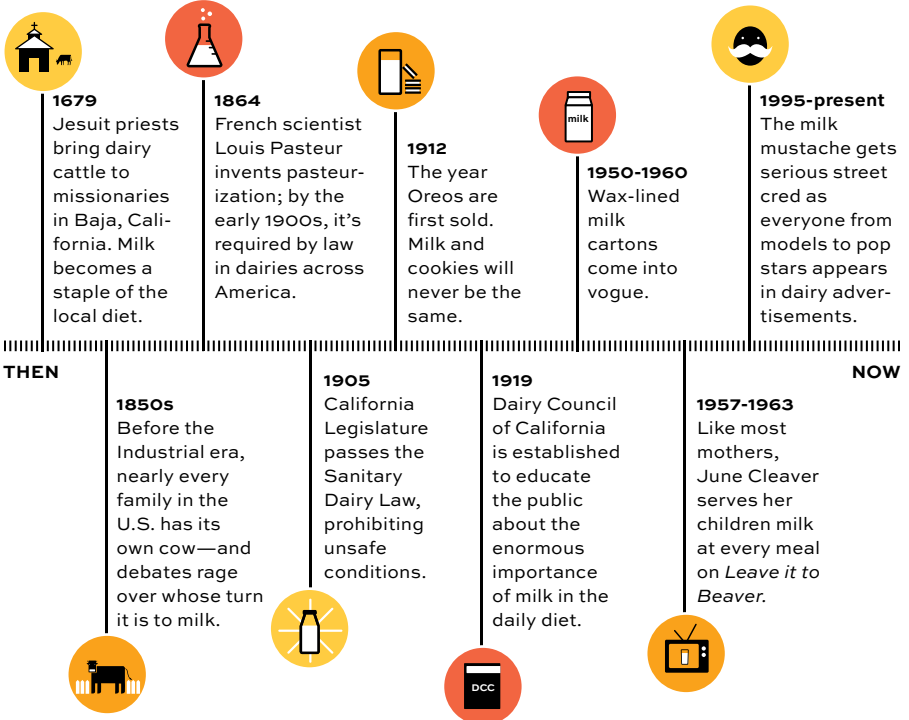


LOOKING BACK

FOR DECADES, ALL ACROSS AMERICA, a knock at the door meant either a friend had arrived to visit or, better yet, the milkman was there, bearing his weekly deliveries. Though home milk delivery—and the nostalgic glass bottles it came in—had largely disappeared by the 1960s, our thirst for the beverage (and the endless nutrients and creamy flavor it provides) remained strong. Many of us were raised drinking milk with every meal (thanks, Mom and Dad!), and we can probably recall our own favorite milk moments: pairing milk with a freshly baked cookie or a classic peanut butter and jelly sandwich, or, come winter, warming up with hot chocolate made with milk and topped with mini marshmallows. Beyond tasting great, time and again research has proven that consuming dairy products can do everything from keeping our bones healthy to keeping weight off. Today milk goes from cow to dairy aisle in just two days, which means getting the freshest possible beverage is as easy as a trip to the grocery store. So, raise a glass!

The Legacy of Milk

Dairy has come a long way—and it has never been more fresh or nutritious than it is now. Here is a quick look at its storied history.





Favorite Foods

MILK-MADE

Products made from milk are a huge part of America's foodie culture, from eggnog at the holidays to lattes that help jump-start the morning. If we think about it, some of our most-loved foods would be nothing without their star ingredient. Here are a few of our favorites:

Yogurt
Cheddar Cheese
Swiss Cheese
Mozzarella
String Cheese
Butter or Ghee
Ice Cream
Hot Chocolate
Smoothies or
Licuados
Custard or Flan
Gelato

Milk Shakes
Frozen Yogurt
Pudding
Cream Soups
Macaroni &
Cheese
Lasagna
Enchiladas
Arroz con Leche

HOW WELL DO YOU KNOW MILK?

Milk is rich in nutrition—and secrets. Here's your chance to separate fact from fiction.

Fiction: *If you're lactose intolerant, you can't eat milk products.*

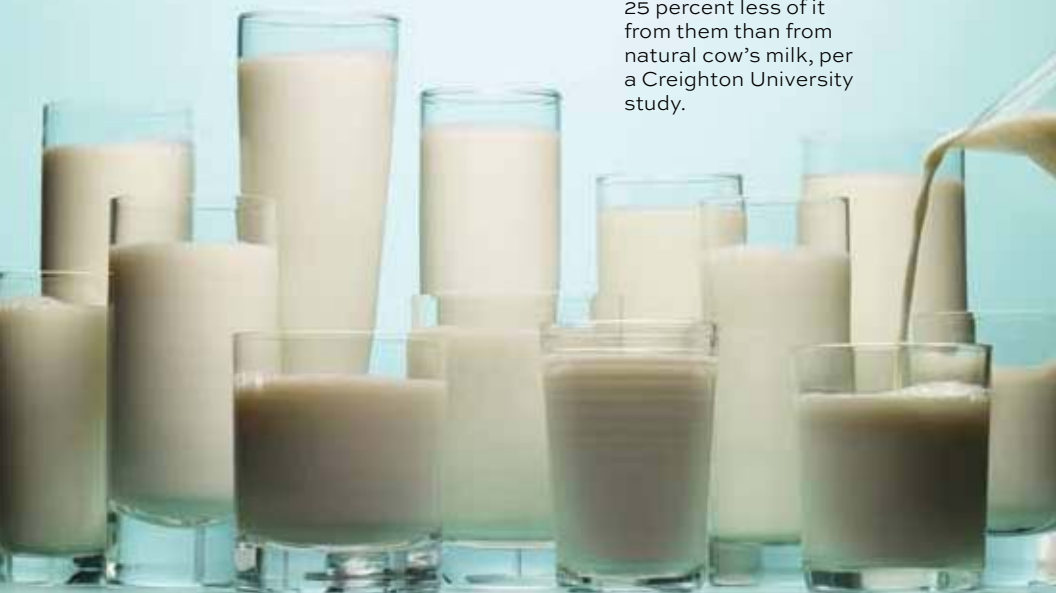
Fact: We've got good news—most people with lactose intolerance can consume certain dairy products with little to no symptoms. Try sipping small amounts of milk with your meals, or eating hard cheese and yogurt (both are delicious—and low in lactose). If you introduce dairy gradually back into your life, you may find your tolerance level lifted. Milk is such a fantastic source of nutrients that it's definitely worth a try!

Fiction: *Milk is only for kids.*

Fact: Milk is for everybody, no matter what age. There is a lifelong value with dairy as we transition through different life stages, and that's true for men and women. That's why health authorities recommend three servings each day for a range of health benefits, including lower risk for osteoporosis, high blood pressure and certain cancers.

Fiction: *All "milks" are the same.*

Fact: For starters, alternative "milks" like soy, rice and almond beverages aren't even milk! They're actually juices extracted from plants. While they may be fortified with a few nutrients like calcium, they don't match the complete nutrient package of cow's milk. Vitamin D, phosphorus, potassium and magnesium are at much lower levels in these processed beverages, and even though the drinks are fortified with extra calcium, our bodies absorb 25 percent less of it from them than from natural cow's milk, per a Creighton University study.



Decoding the Dairy Aisle

Milk is one of the most highly regulated foods in America. All types are equally wholesome and safe to drink, including organic and conventional versions. Below are the need-to-know facts.



Whole Milk

Creamy! Whole milk contains 3.5% fat by weight, the same amount found when it leaves the cow. Vitamin D is added to most milk produced in the U.S. to enhance the absorption of calcium.



2% or 1% Milk

(also known as reduced-fat or low-fat milk) Fat and calorie levels are reduced in these versions, but they have the same complete nutrient package as whole milk.



Fat-free Milk

(also known as non-fat or skim milk) From slender cows. Kidding. Fat-free milk has no more than 0.2% milk fat. So it's the lowest in calories but, again, has just as many nutrients as whole milk.



Organic Milk

From cows fed organic diets. The nutrient content is the same as conventional milk and offers the same health benefits. It's the process that makes this milk organic, not the product.



Lactose-Free Milk

Lactose is the naturally-occurring sugar in milk. Think you're lactose-intolerant? Try lactose-free milk (real milk without the lactose). It tastes great and provides the same levels of calcium, potassium, vitamin D and more.

PEOPLE

A DAIRYMAN'S STORY

Meet Kimberly Clauss of Hilmar, California.



In this increasingly digital world, it's hard to imagine that it's still possible to make a living on a farm—breathing in fresh air and working with kindly animals. But for Kimberly Clauss, whose grandparents started Hilmar's Clauss Dairy Farms in the 1950s, it's been her way of life since she was born—so much so that upon leaving the nest to make her own way, she knew she would stick with it. After getting her bachelor's degree in Agricultural Business at Cal Poly, Clauss returned to Hilmar to help maintain

the farm. Together with her sister, she oversees the milking of over 4,000 cows—a process that she insists is sustainable. “We have to be good stewards of the earth to stay in business,” Clauss says. “Our cows, land, water and air are some of the most important things to us, especially because many of us farm on the same land for decades.” One of the best perks of the job? Enjoying the fruits of her labor. “Personally, I love the taste of milk and how great it is for my daily diet,” Clauss says. “I have it for breakfast. And there's nothing better than a steaming cup of hot chocolate made with milk!” No, indeed.



Just Add Milk!

Sometimes we forget about milk because we're bombarded with so many beverage choices. We're missing out, especially because getting more vitamin-rich dairy on our daily menu is easy—and delicious.

Read on for ways to enjoy milk products at every meal:

BREAKFAST



Pour **milk** onto your cereal or make oatmeal with **milk** instead of water

Melt **cheddar** or **jack cheese** on your bagel or English muffin

Make scrambled eggs creamier by adding **milk**

LUNCH & DINNER



Substitute creamy **milk** for water in soup recipes

Add a slice of low-fat **mozzarella** to sandwiches

Whip up a bean and **cheese** burrito for a quick and tasty lunch

SNACKS



A glass of ice-cold **chocolate milk** is a tasty treat anytime, but especially great after a workout*

Veggies dipped in plain **yogurt** make low-in-calorie nibbles

Keep **string cheese** in your bag—it's packed with calcium and protein

DRINKSON THE GO



Make a smoothie with **milk, yogurt**, ice and your choice of fresh or frozen fruit

Add **steamed milk** to your coffee for a morning latte

Add **milk**, cinnamon, star anise and nutmeg to your black tea for a chai latte →

**It's proven to be better for you than most sports drinks!*



YUM!

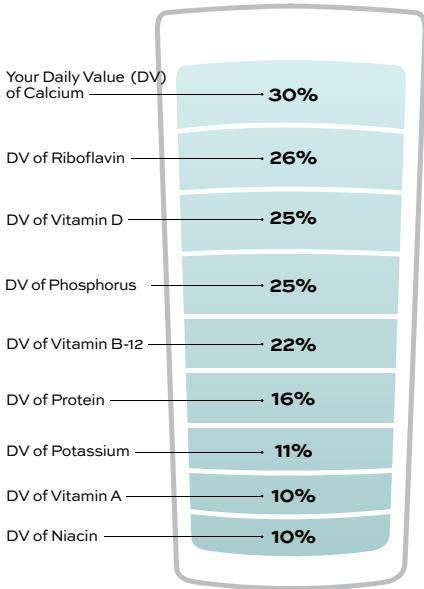
***Creamy milk
is the base for a
chai latte.***



Milk by the Numbers... It Makes Good Cents!

Consider milk your refrigerator's secret weapon—each serving is affordable (only **25 cents per cup!**) and provides an irreplaceable package of nutrients. Glass for glass, the health benefits of milk can't be underestimated: Milk & Milk Products can build strong bones, lower blood pressure, reduce the risk of diabetes and some cancers and (dieters, take note) *help you maintain a healthy weight*. In fact, a growing body of research suggests that consuming just three servings of milk, cheese and yogurt as part of a balanced, low-calorie diet may help you get and keep a trim physique.

One cup of milk—whether whole, low-fat or fat-free—provides:



3 CUPS:

the amount of Milk & Milk Products you as adults, as well as children ages nine and up, should be consuming each day, according to the Dietary Guidelines for Americans. Unfortunately, most people don't get nearly enough. Read inside for simple ways to add more milk into your daily routine.

What would you have to eat to get the same amount of calcium as in **one 8-ounce glass of milk?**

12 SERVINGS OF WHOLE GRAINS



10 CUPS OF RAW SPINACH



6 SERVINGS OF LEGUMES



And if you're drinking fat-free or 1% milk, you get all of that for just about

100

calories!