



3-A-Day of Dairy Fact Sheet

WHAT: 3-A-Day of Dairy—3 daily servings of milk, cheese or yogurt—is an easy way for families to get a powerful punch of nutrients to help build stronger bones and healthy bodies. In addition, for adults needing to lose weight, a growing body of research shows that enjoying 3 servings of dairy a day as part of a reduced-calorie weight loss plan can help them achieve better results, when it comes to trimming the waistline, than just cutting calories alone and consuming little or no dairy.

WHY: Research shows that Americans are getting only half of the recommended 3 servings of dairy they need each day. To help make people aware of the health benefits of including 3 servings of dairy in their daily diet, the National Dairy Council® launched 3-A-Day of Dairy in January 2003.

HOW: 3-A-Day of Dairy is as easy as 1-2-3:

Look for the 3-A-Day of Dairy logo on packages of milk, cheese and yogurt showing they are excellent sources of calcium and good sources of protein.

Enjoy your favorite varieties of milk, snackable cheeses and portable yogurt. Reduced-fat, low-fat and fat-free varieties are readily available in the dairy case to meet your taste and nutrition needs.

Take a “3 p.m. Break” every day. Use this time as a reminder to tally your dairy servings. If falling short, it’s a good time to work in another one.

What’s a serving of dairy?

Milk: 8 ounces (1 cup)

Natural Cheese: 1.5 ounces or about 3-4 cheese cubes

Yogurt: one 6- or 8-ounce container

SUCCESES: To date, 3-A-Day of Dairy has:

Built a strong network of more than 120,000 dairy-loving moms, and reaches an average of 100,000 unique visitors on 3aday.org each month

Motivated more than 70 retailers and 60 manufacturers in 50 states to embrace the 3-A-Day of Dairy program, with 2.5 billion plus dairy packages carrying the 3-A-Day of Dairy logo.

ADDITIONAL INFORMATION

Visit 3aday.org and sign up to be a 3-A-Day of Dairy Mom to receive the monthly Get 3! e-newsletter, delicious recipes, exclusive member-only offers and great tips for other moms.