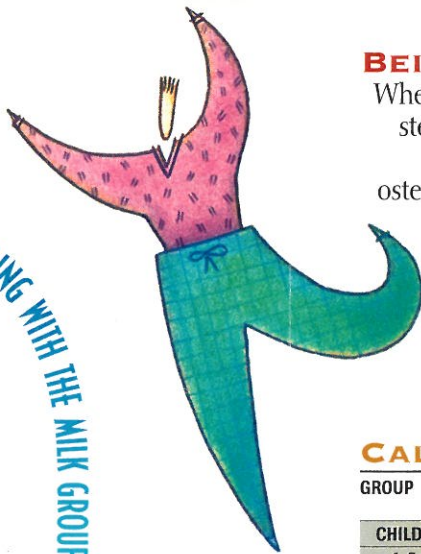


RUNNING ON EMPTY

For many of us, time is limited. So breakfast is traded for 15 minutes of sleep, lunch is spent running errands and dinner is whatever's on hand. It doesn't take long for this type of routine to wear you out, especially if you aren't getting enough of the key nutrients your body needs, like calcium. Skimping on calcium can increase your risk of the bone-thinning disease osteoporosis and of hypertension, which is a major risk factor for heart disease and stroke. So before you place bedtime on the back burner, think about this — eating better can help you enjoy a more productive, healthy and energetic life.

REFUELING WITH THE MILK GROUP



MILK.

Most of us aren't making enough time for foods from the Milk Group. Without them, it's tough to meet calcium needs. In fact, close to 70% of Americans are shortchanging themselves of this key bone-building mineral. Plus, health experts are finding overall nutrient intake suffers when diets lack foods from the Milk Group. Meeting calcium needs with foods from the Milk Group, helps ensure you are meeting your needs for at least six other key nutrients, too.

PICTURE PERFECT!

Here's a snapshot of what milk, cheese and yogurt have to offer:

- **Vitamin A** helps maintain normal vision and skin. It also helps regulate cell growth and the immune system.
- **Vitamin D** in fortified milk promotes the utilization of calcium and helps optimize bone mineralization — the strengthening of bones.
- **Calcium** helps build strong bones and teeth. It is also needed so muscles, like your heart, contract and relax normally.
- **Protein** builds and repairs muscle tissue. This vital nutrient helps your body fight infections and heal wounds.
- **Riboflavin** helps convert food into energy.
- **Vitamin B₁₂** helps build red blood cells that carry oxygen from the lungs to working muscles.
- **Phosphorus** strengthens bones and generates energy in your body's cells.

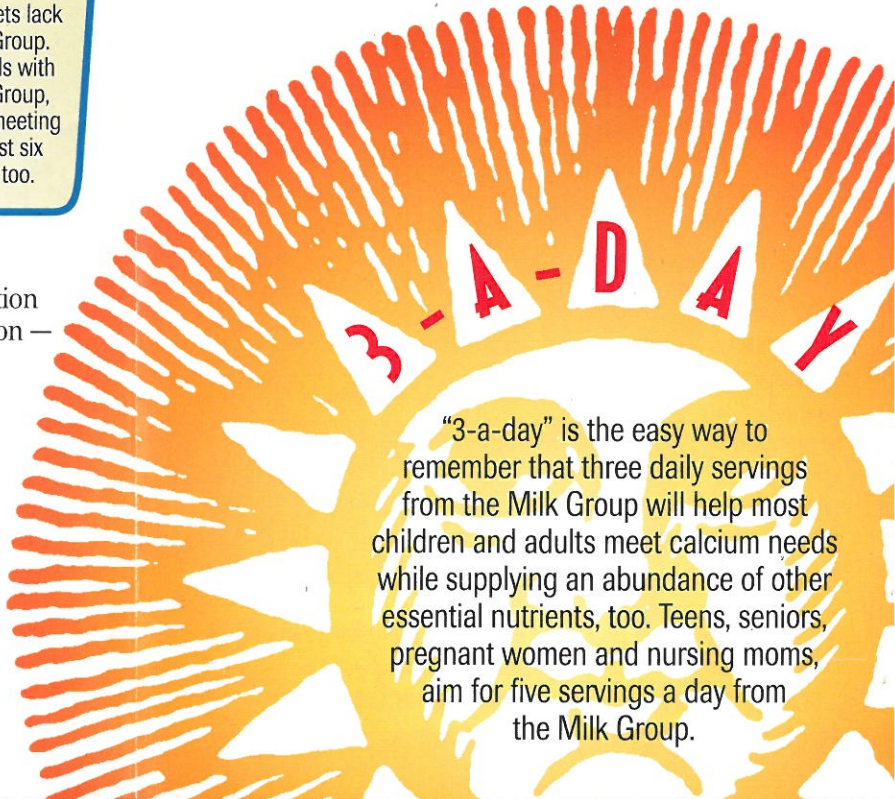
BEING DENSE IS SMART

When you aren't consuming enough calcium, your body steals what it needs from your bones, weakening them and putting you at future risk for bone fractures and osteoporosis — a disease that affects more than 8 million Americans (17 million more are at high risk due to low bone mass). Meeting calcium needs will help your bones be as dense as they can be. While the amount of calcium that's right for you varies due to your age, most adults need 1,000 mg of calcium a day — the amount of calcium found in about three servings from the Milk Group.

CALCIUM REQUIREMENTS

GROUP	OPTIMAL DAILY INTAKE* (mg of calcium)	NUMBER OF MILK GROUP SERVINGS
CHILDREN		
1-5 years	800	3
6-10 years	800-1,200	3-4
ADOLESCENTS/YOUNG ADULTS		
11-24 years	1,200-1,500	4-5
MEN		
25-65 years	1,000	3
65+	1,500	5
WOMEN		
25-50 years	1,000	3
50+ (postmenopausal) on estrogen	1,000	3
50+ (postmenopausal) not on estrogen	1,500	5
65+	1,500	5
Pregnant/Nursing	1,200-1,500	4-5

*Source: National Institutes of Health Consensus Panel on Optimal Calcium Intake



"3-a-day" is the easy way to remember that three daily servings from the Milk Group will help most children and adults meet calcium needs while supplying an abundance of other essential nutrients, too. Teens, seniors, pregnant women and nursing moms, aim for five servings a day from the Milk Group.