



3-A-Day™ of Dairy

Fact Sheet

The 3-A-Day™ of Dairy nutrition-based marketing and education program has the support of retail and manufacturing partners who use it to sell more dairy by communicating the health benefits of including three servings of milk, cheese or yogurt as part of a daily diet.

- Launched in 2003, the 3-A-Day of Dairy program aims to increase the average consumption of dairy from its current 1.6 servings to three servings a day, and help address the nation's calcium crisis.
- The 3-A-Day of Dairy program is bolstered by the 2005 Dietary Guidelines for Americans, which recommend at least three servings of lowfat or fat-free dairy products every day. These guidelines are the basis for the national food guidance system and government feeding programs.
- The marketing investment by 3-A-Day of Dairy food industry partners more than doubles the dairy checkoff investment. Today, the 3-A-Day of Dairy logo appears on more than 2.5 billion qualified milk, cheese and yogurt packages.
- In 2007, the dairy checkoff redesigned its Web site, www.3aday.org, to better meet the needs of today's busy moms and educate families about the need to consume three daily servings of milk, cheese and yogurt.
 - The revamped site focuses on three areas of women's lives to help them discover relevant ways to make dairy a part of their daily lifestyles — My Family & Me, My Health & Fitness and My Diet & Nutrition.
 - The site also updates dairy consumers about new milk, cheese and yogurt products from 3-A-Day of Dairy partners.
- Checkoff-funded nutrition research shows enjoying three servings of milk, cheese or yogurt as part of a nutrient-rich, balanced diet may help to maintain a healthy weight.
- The American Academy of Family Physicians, the American Academy of Pediatrics, the American Dietetic Association, the National Hispanic Medical Association, the National Medical Association, and the School Nutrition Association endorse the program and provide nutrition education material to their more than 250,000 health professional members nationwide.