

Chapter 3:

Healthy Heart & Weight

Healthy Heart & Weight



I am concerned with my weight and the associated health effects, like heart disease. I seek out foods and beverages that help me reach my weight goals so I can live a long and happy life.

SEGMENT SIZE
(TOTAL*)

\$55B

CONSUMER
DISSATISFACTION WITH F&B

44%

PRIORITIZED BENEFITS

Heart Health

- Improve heart health
- Reduce risk of heart disease
- Help unclog arteries

Metabolic Health

- Help lower cholesterol
- Keep blood sugar low
- Help lower blood pressure

Weight Management

- Help losing weight
- Help maintaining weight
- Help improving metabolism

TOP FOODS TO ADDRESS GOAL**



Fresh Veggies.



Fresh Fruits



Leafy Veggies.

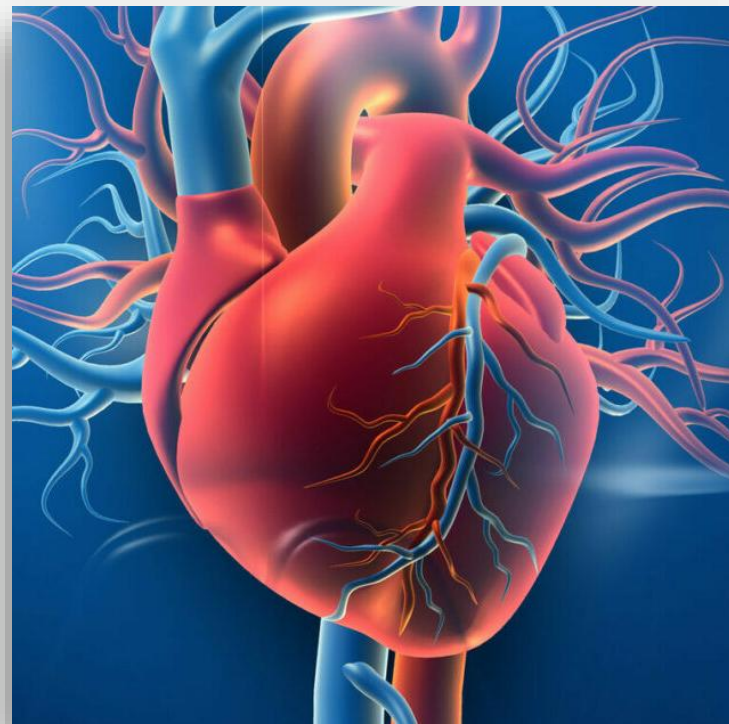


Nuts



Yogurt

Healthy Heart & Weight / Benefits



Cardiovascular Disease

Cardiovascular disease (CVD) refers to a group of conditions that affect the heart and blood vessels and encompasses a wide range of disorders. CVD is the leading cause of death in the U.S. Consuming 3 daily servings of dairy foods a day as part of a healthy diet is associated with a reduced risk of CVD. The American Heart Association also recommends that adults consume low-fat or fat-free dairy foods, as part of a healthy diet.



Hypertension

Consuming dairy foods as a part of a healthy diet is linked with reduced risk for high blood pressure and may help maintain or lower elevated blood pressure. The Dietary Approaches to Stop Hypertension (DASH) is a reduced-fat diet containing up to 3 daily servings of low-fat dairy foods that can help lower elevated blood pressure. Clinical studies indicate that consuming recommended amounts of dairy foods does not increase blood pressure and, in some studies, consuming dairy foods was linked to lower blood pressure.



Type 2 Diabetes

Stable blood glucose reduces the risk of type 2 diabetes. Having dairy foods as part of a meal helps keep blood glucose in the normal range. Consuming dairy foods, especially yogurt and low-fat dairy foods, is linked with a reduced risk of type 2 diabetes.



Weight Management

Including dairy as part of a balanced diet can help people attain and maintain good health and lower their chance of developing chronic conditions, like overweight and obesity. Eating more dairy foods was associated with lower risk of overweight or obesity in both adults and children; as dairy consumption went up, risk of overweight or obesity went down. Dairy foods contain highly bioavailable proteins. Diets higher in protein help with satiety for weight management and healthy body composition maintenance.

Healthy Heart & Weight / Top Messages & Learnings - Executive Summary

Research and testing led us to create a winning formula for healthy heart & weight messages.
Our best-performing messages combined three things:



CONSUMER BENEFIT

(i.e., help maintain a healthy weight, maximize long-term health)

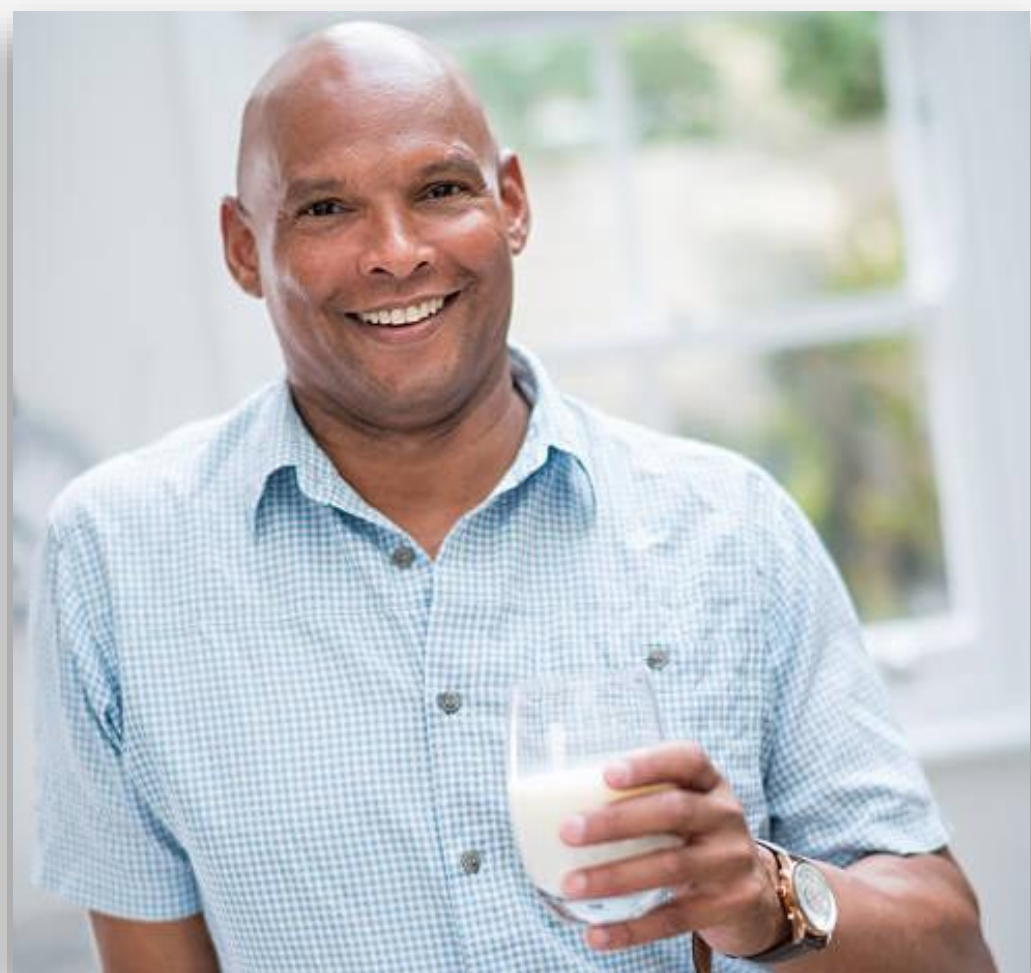
+



STRONG REASONS TO BELIEVE

(i.e., nutrients, high-quality protein)

+



RELEVANCY

Healthy Heart & Weight / Universal Themes

Maximize Potential

- Helping to support long-term health goals
- Nutrition that helps keep them active and energized

Help Stay In Control



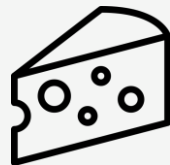

- Maintaining healthy vitals – blood pressure
- Lowering health risks – cardiovascular disease, type 2 diabetes
- Keeping appetite under control for weight management
- Helping to manage menopause-related cardiovascular concerns

Nutrient Powerhouse

- Showcases multiple benefits beyond bone health
- High-quality protein and nutrients for fullness and weight management
- High-quality protein for stable blood sugar levels
- Nutrients for heart strength

Healthy Heart & Weight / Messaging Learnings - Millennials, 30-42



29.7% of HHs*	Volume Index			
	 Milk 113	 Yogurt 90	 Cheese 107	 Butter 83

Circana, Total US - All Outlet, 52 Weeks Ending 7/14/24

Wellness is a daily, active pursuit for Millennials. They take a holistic approach to health, emphasizing overall well-being and intertwining managing their mental wellness with other aspects of physical health. They grew up during an economic recession and consumed more processed foods than the generations before them. So despite their wellness-oriented mindset, Millennials face the paradox of rising obesity rates and increased cardiovascular risk factors due to their diet. Their goal is ultimately to slow down their aging process and live healthier lives, longer.

*Households (HHs)

Motivations

- They're proactive with their health and want to do everything they can so they don't have to be reactive later on.
- They're future-focused and don't want to hark back on the past/bad eating habits that may have affected their health.
- Proactive language around "taking control" is relevant and speaks to their stage of life.
- Connect dairy's high-quality protein to weight management, strength and muscle-building.
- They're aware of yogurt's probiotic and protein benefits, and see it as a good tool and part of their health journey.

How to connect

- Messages that don't overpromise are more believable. They're skeptical when messages claim that dairy is the main/only component to ward off heart conditions.
- Using the word "optimize" is a positive approach and suggests that there's nothing wrong with what they're currently doing, but there are always improvements to make.
- Provide dairy options beyond milk, as this allows the consumer to pick and choose.
- Weight messages resonated the most, as the majority of this age group didn't have any immediate health challenges.

Healthy Heart & Weight / Top Messages - Millennials, 30-42

1

Milk, cheese and yogurt are convenient snacks that may help **maintain healthy blood pressure** while easily fitting into a busy lifestyle.¹⁻⁹

Ties back to Universal message theme:
Help Stay In Control

2

Cutting calories and still hungry? **Keep satiated** with yogurt and cottage cheese. The **high-quality protein** and nutrients may help keep you feeling **fuller longer**.^{1,10-15, 16}

Ties back to Universal message theme:
Help Stay In Control

Ties back to Universal message theme:
Nutrient Powerhouse

3

Dairy's benefits go **beyond stronger bones**. As part of a healthy diet and lifestyle, milk, cheese and yogurt can help **support heart health, help reduce type 2 diabetes risk** and help **maintain a healthy weight**.^{1,3,7-9,11,17,18,30}

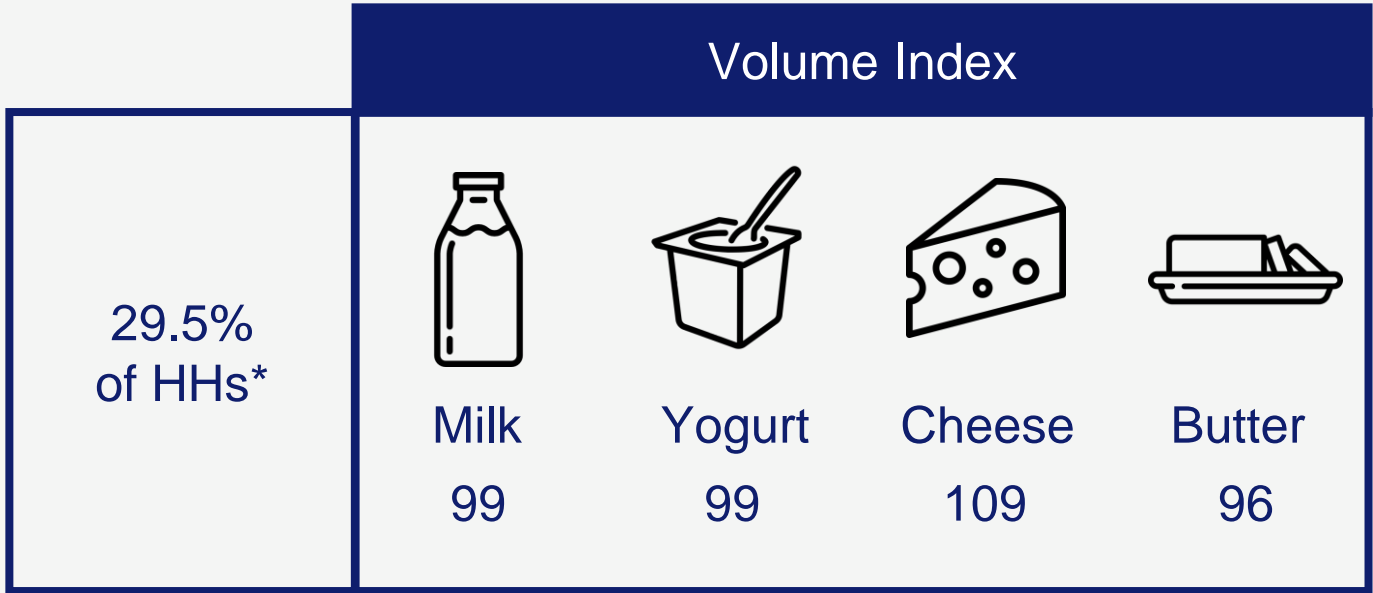
Ties back to Universal message theme:
Nutrient Powerhouse

4

As part of a healthy diet and lifestyle, milk, cheese and yogurt may help reduce the risk of heart disease, hypertension and type 2 diabetes to **help maximize your long-term health**.^{1,3,4,7,8,18-20}

Ties back to Universal message theme:
Maximize Potential

Healthy Heart & Weight / Messaging Learnings - Gen X, 43-57



Circana, Total US - All Outlet, 52 Weeks Ending 7/14/24

Gen X is starting to see and feel the effects of aging. Their metabolism is slowing, their sleep is disrupted and they’re more forgetful. Midlife is when unhealthy behaviors, toxic exposures and general wear on the body have begun to catch up with them. Even with less cigarette smoking and more sunscreen, many cancers are on the rise among Gen Xers, linked to obesity, lack of exercise and other lifestyle factors. For them, healthy aging means maintaining an active lifestyle and an appropriate weight. There’s still time to make changes to improve health going forward.

*Households (HHs)

Motivations

- Staying in control of their health vs. letting conditions take over
- Phrases that reframe how consumers think about dairy, i.e., ‘secret weapon’ and ‘powerhouse’ help push dairy's positioning beyond what they know
- Weight management resonates the most with this cohort. It’s a core reason why they consume dairy and believe controlling their weight is key to preventing other health conditions

How to connect

- They look to positive messaging around healthy fats and whole foods vs. cutting out food
- Menopause is a relevant insight for the women in this cohort and it’s important to approach messaging about the benefits of dairy in a positive way – helpful vs. instilling fear
- Messages need to have a strong reason to believe or be backed by science for believability
- They appreciate the messages that speak to adding more of the things they like (dairy) versus telling them to avoid certain foods

Healthy Heart & Weight / Top Messages - Gen X, 43-57

1

Reducing your risk of heart disease is key to **long-term health**. Delicious milk, cheese and yogurt as part of a balanced diet, are **linked to a lower risk** of hypertension and cardiovascular disease. [1,3,4,7,8,18-20](#)

Ties back to Universal message theme:
Help Stay In Control

2

Menopause is a pivotal time for **heart health** as cardiovascular risks increase during this stage of life. Dairy foods, as part of a heart- healthy diet, may **help reduce these risks**. [1,21-26](#)

Ties back to Universal message theme:
Help Stay In Control

3

Stay **fuller longer** with every meal. The **high-quality protein** in milk, cheese and yogurt may help **curb hunger**, helping to **manage your weight**. [12,14-15,16,27](#)

Ties back to Universal message theme:
Help Stay In Control

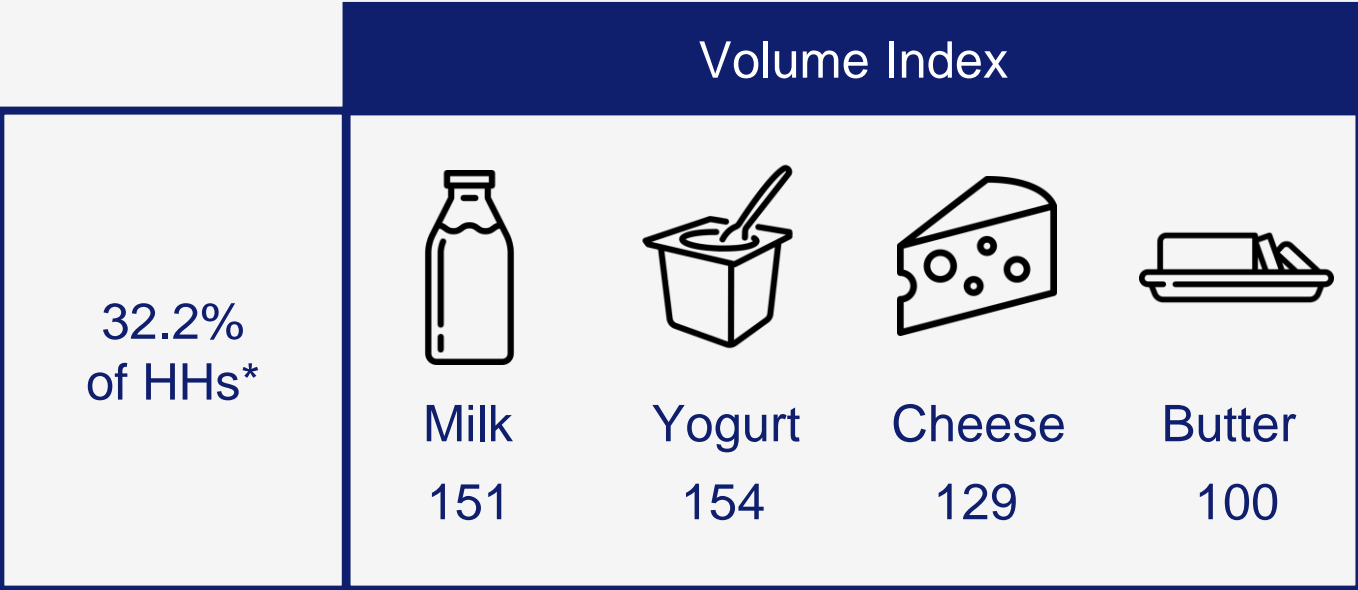
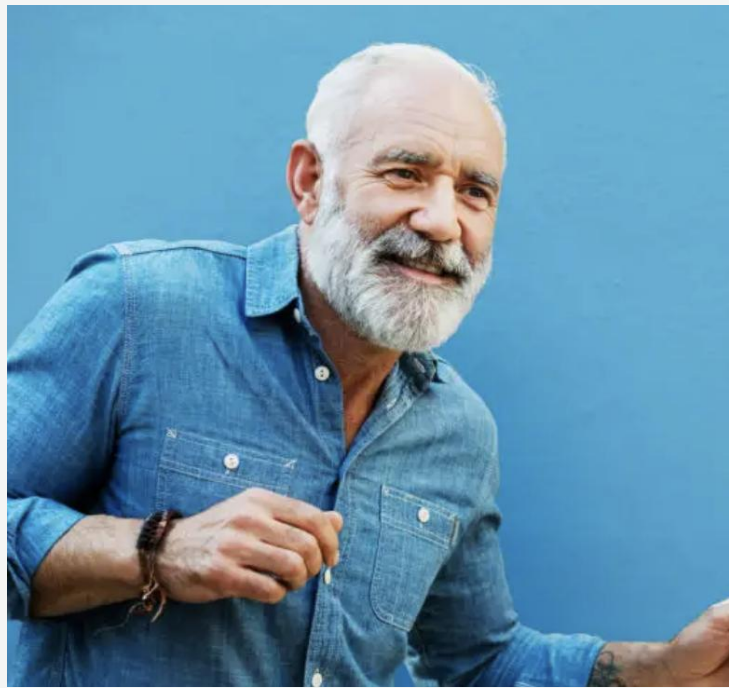
Ties back to Universal message theme:
Nutrient Powerhouse

4

Dairy's benefits go **beyond stronger bones**. As part of a healthy diet and lifestyle, milk, cheese and yogurt can help **support your heart**, **help reduce type 2 diabetes risk** and help you **maintain a healthy weight**. [13,4,7,8,11,12](#)

Ties back to Universal message theme:
Nutrient Powerhouse

Healthy Heart & Weight / Messaging Learnings - Boomers, 58-70



Circana, Total US - All Outlet, 52 Weeks Ending 7/14/24

Boomers’ bodies aren’t able to keep up with their desire to stay as active as they would like. Physically slowing down and less mobility can lead to weight gain. While they cook meals at home more often than other age groups, they consider themselves adventurous when eating out. They have a higher dietary intake of key disease-related nutrients and consume fewer vegetables. Their more sedentary lifestyle and diet contribute to increased rates of chronic disease and cardiovascular issues.

*Households (HHs)

Motivations

- Want reassurance that they don’t have to limit their diets and can add more of the dairy foods they enjoy
- Value KOLs and the backing of outside science
- They’re familiar with dairy’s strong bones benefit and value having this known information tied to new benefits
- Many have dealt with weight gain at this stage of their life and are motivated to stay on top of weight loss and/or maintaining weight

How to connect

- They look for messages that ground them in what they know about dairy and then connect them to new information
- Take a positive approach and inspire them to stay in control and active
- Tout studies and organizations they’re familiar with to make messages more believable, i.e., “studies show” or American Heart Association
- Associate dairy with long-term health benefits, as they are trying to avoid taking too many medications
- There's an overall sentiment that they don't like being told what to do, i.e., what dairy food to eat and what time of day to eat it

Healthy Heart & Weight / Top Messages - Boomers, 58-70

1

Dairy isn't just **strengthening your bones**. Milk, cheese and yogurt are **nutrient powerhouses** shown to **reduce the risk of cardiovascular disease** and help keep your **heart strong**.^{[1,3,8,12, 28](#)}

Ties back to Universal message theme:
Help Stay In Control

Ties back to Universal message theme:
Nutrient Powerhouse

2

Stay **active** and **energized**. Milk, cheese and yogurt are **nutrient powerhouses** with **high-quality protein** that help support **stable blood sugar** levels between meals.^{[1,14,15, 27-29](#)}

Ties back to Universal message theme:
Maximize Potential

Ties back to Universal message theme:
Nutrient Powerhouse

3

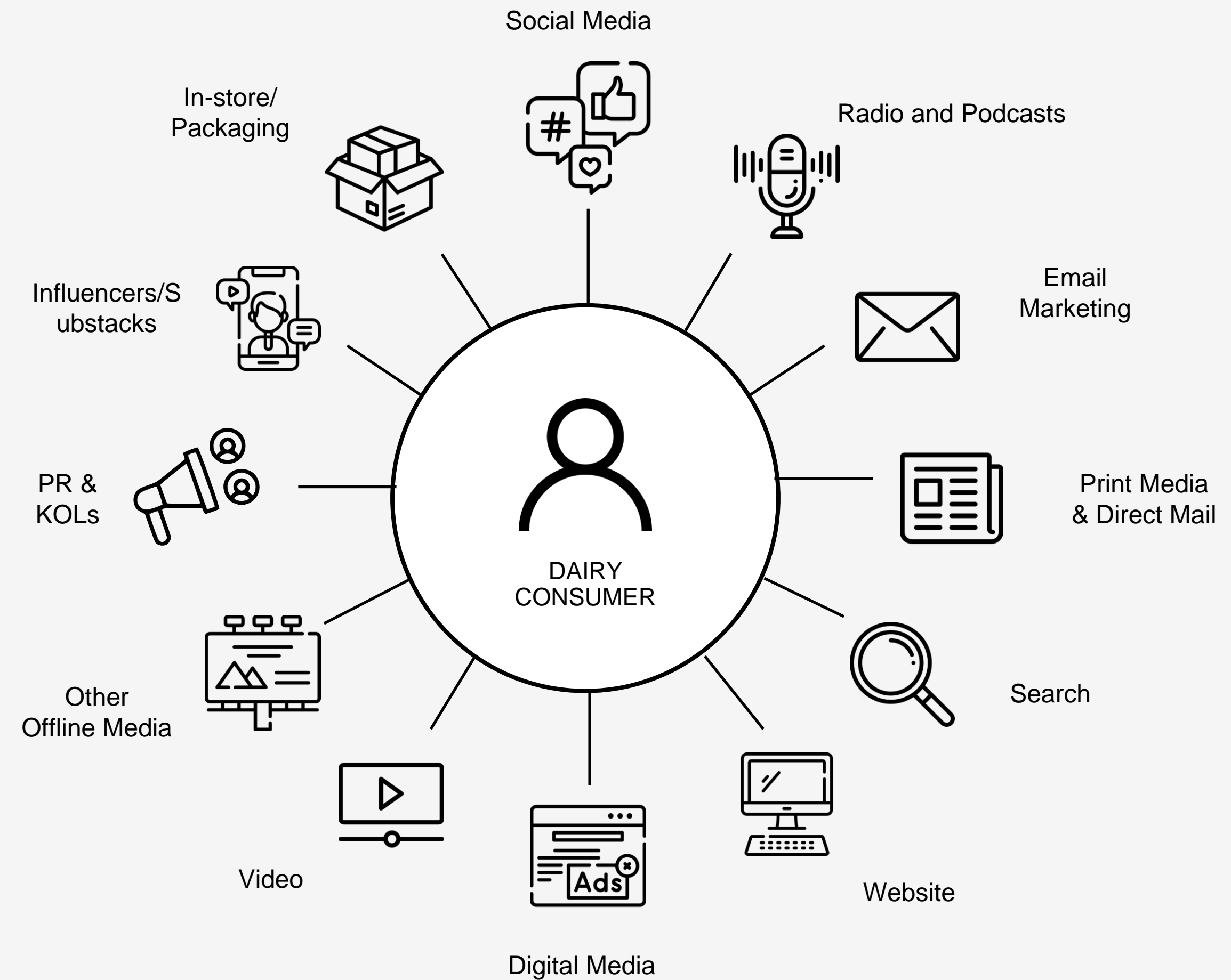
As part of a healthy diet and lifestyle, milk, cheese and yogurt help **reduce the risk of heart disease, hypertension and type 2 diabetes** to help **maximize/support** your **long-term health**.^{[14,7,8](#)}

Ties back to Universal message theme:
Help Stay In Control

Ties back to Universal message theme:
Maximize Potential

Healthy Heart & Weight / Integrated Marketing Touchpoints

These new Healthy Heart & Weight messages can be used throughout your integrated marketing plan, across many consumer touchpoints from social media and websites to PR and print media.*



*Consult your respective legal team before launching any new campaign



Healthy Heart & Weight / Social Media Thought Starters

The following examples are thought starters on how to talk to different cohorts on social media, followed by brand-agnostic executional examples to spark inspiration.

Millennials

Protein Power Your Morning

Help Millennials start their day feeling satisfied and energized with nutrient-rich yogurt and cottage cheese recipes that deliver high-quality protein to optimize their morning routine and their diets.

[\(see example on page 79\)](#)

Reunite with Dairy

Remember when dairy was a daily staple? It's time for a reunion. We'll remind Millennials what they knew as kids—dairy isn't just tasty, it's powerful. Milk, cheese and yogurt can actually help maximize long-term health for adults in many ways.

Gen X

Your Menopause Ally

Empower women on their menopause journey with positive lifestyle options. We'll suggest that they navigate this change by including dairy as a secret weapon to help reduce the risks of cardiovascular disease linked with this stage of life.

[\(see example on page 80\)](#)

Young at Heart

Did you know dairy can be your heart's best friend? Delicious milk, cheese and yogurt are linked to a lower risk of hypertension and cardiovascular disease. Science supports what the body already knows—adding wholesome dairy foods helps maintain vitality as Gen X prioritizes staying young at heart.

Boomers

Uncompromising Taste

Who says healthy eating can't be enjoyable? Studies show the dairy foods Boomers have always loved provide benefits they need now more than ever, such as supporting stable blood sugar levels between meals. We'll show Boomers milk, cheese and yogurt can help them stay active and energized as they age.

Dairy's Hidden Health Benefits

You know dairy builds strong bones, but there's so much more. Research shows milk, cheese and yogurt can protect the heart, lower type 2 diabetes risk and help maintain a healthy weight. The foods Boomers have always enjoyed are actually working harder for their health than they realized.

[\(see example on page 81\)](#)

Healthy Heart & Weight / Social Media Examples | Millennials

Thought Starter: *Protein Power Your Morning*



**Power Up
Your Morning**
with Cottage Cheese Waffles

Cottage cheese is packed with high-quality protein to help keep you fuller, longer, and it's packed into these easy-to-make waffles.

Cottage Cheese
Small Curd
Excellent Source of Protein

EXAMPLE: *Protein Power Your Morning*

Encourage Millennials to take control of their health journey by starting their day with protein-rich dairy recipes.

POST COPY: Struggling to stay full after breakfast? Your morning routine is missing high-quality protein! These fluffy, delicious, protein-packed cottage cheese waffles will help keep hunger at bay while you crush your day (and your health goals).

Healthy Heart & Weight / Influencer Brief Example | Gen X

The following example should be used as a thought starter on how to turn key messaging and cohort-based claims into influencer content ideas.



EXAMPLE: GEN X WOMEN

THE UNEXPECTED MENOPAUSE CHAMPION

Task female Gen X influencers with sharing their personal menopause journey through a "5 Lifestyle Changes That Made a Difference" format. They'll highlight how listening to what their body needs (as well as doctor recommendations) led them to include dairy as one of their daily wellness habits. Content should emphasize that menopause is a pivotal time for heart health, with dairy potentially helping reduce cardiovascular risks, perhaps including their favorite heart-healthy recipe. The tone should be empowering and positive, focusing on simple lifestyle changes vs. medications or routine overhauls.

Healthy Heart & Weight / Packaging Example

The following example is a thought starter on how to incorporate dairy's key benefits on product packaging.



Front of Pack

Back of Pack

Healthy Heart & Weight / Additional Resources

Cardiometabolic Health Science Summaries + Public Comments

- [Whole and Reduced-fat Dairy Foods and Cardiovascular Disease \(2022\)](#)
- [Dairy and Blood Pressure \(2021\)](#) Update coming Q4
- [Dairy and Type 2 Diabetes \(2021\)](#) Update coming Q1 2026
- [Dairy and Healthy Weight NEW](#) coming Q2/3 2025
- [NDC Comments to AHRQ: Dietary SF and CVD Risk](#)

Mayo Clinic Dairy-related Content

- [Article](#)

Resources: Whole Milk Dairy Foods

- [Is It Time To See Whole Milk Dairy Foods Differently - PURE \(2024\)](#)
- [Whole Milk Dairy Foods & Cardiovascular Disease Risk Factors \(2021\)](#)
- [Fat Flexibility: Learning How a Variety of Dairy Foods Can Fit Into Healthy Eating Patterns \(2020\)](#)

Resources: Inflammation, HTN, DM

- [The Effects of Dairy Product and Dairy Protein Intake on Inflammation: A Systematic Review of the Literature \(2020\)](#)
- [Association of Dairy Consumption with Metabolic Syndrome, Hypertension and Diabetes in 147,812 Individuals from 21 Countries \(2020\)](#)

Resources: Multicultural and LI

- [Yogurt Consumption and Improved Lactose Digestion \(2021\)](#)
- [Better Health with a Balanced Diet. Dairy Nutrition Notebook \(2023\)](#)
- [One More Serving of Dairy Makes a Measurable Difference \(2024\)](#)
- [DASH/LI Handout \(2024\)](#)

Webinars

- [Get Cultured on Fermented Dairy Foods \(2019\) Handout](#)
- [Fat or Fiction. The Science of Whole Milk Dairy Foods in Healthy Eating Patterns \(2019\)](#)
- [The Dairy Matrix: More Than the Sum of Its Nutrients \(2020\) Handout](#)
- [Taming The Flame, Dairy And Inflammation \(2021\)](#)
- [Culinary Nutrition for Heart Health: From Science to Plate \(2024\)](#)

FDA Guidelines

- [FDA Food Labeling Guide](#)
- [Guidelines for Agricultural Marketing Services](#)

Have further questions or comments?

- Email Chris Urban at chris.urban@dairy.org
- Email Caroline Krajewski at caroline.krajewski@dairy.org



Healthy Heart & Weight / References

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