



LEARN MORE ABOUT **ADAI**

American Dairy Association, Inc. (ADAI) is a not-for-profit organization funded by and serving Indiana dairy farm families.

We strive to promote and educate our state and communities about the importance of dairy farming, sustainable nutrition and youth wellness. Sharing these three areas of focus with community, health professionals, educators, food service experts, the media, and others is beneficial to Indiana's vast and vibrant dairy community.

#WinnersDrinkMilk | @INDairy

FARMING

Dairy farmers in Indiana continue to make animal care, innovation and conservation a priority.

Through the use of safe and innovative technology, dairy farmers deliver exceptional animal care and fresh, nutritious dairy foods.

Dairy farmers work with veterinarians and nutritionists to make sure their cows stay healthy and get a balanced diet.

Many Indiana dairy farmers grow crops to feed their cows, and use manure to fertilize their crops. Over the past thirty years, reducing energy, reusing water and recycling manure for fertilizer and energy have become cornerstones of a dairy farm's environment.

Since 2007, dairy farming has reduced the environmental impact

21% less land

30% less water

20% less manure



Studies show dairy foods, as part of a healthy diet, improve overall diet quality, and may contribute to

reduced risk for type 2 diabetes



better bone health



lower blood pressure



reduced risk for cardiovascular disease



SUSTAINABLE NUTRITION

Kids need **calcium** and **vitamin D** for their growing bones and teeth. Research shows that milk is the number one food source containing these essential nutrients.



Studies show that chocolate milk is the best post exercise drink for athletes, providing the perfection combination of **protein** and **carbohydrate** to rebuild muscle and replace electrolytes.

COMMUNITY INVOLVEMENT

Ice Cream Social



Indianapolis Mini Marathon and Chocolate Milk Races



Indianapolis 500 tradition of #WinnersDrinkMilk

Indiana State Fair



All cow's milk provides the same **nine essential nutrients**, whether you prefer conventional or organic, whole milk or fat free, and all milk is antibiotic free.



Milk, cheese and yogurt provide **protein power** to meals and snacks, filling in the gaps for lower quality protein foods like cereals, fruits and vegetables.

YOUTH WELLNESS



Studies show that **good nutrition** and **physical activity** are crucial to student success.

ADAJ is here to support school efforts gain access to healthy foods, further dairy nutrition education, and supply resources for Indiana's school districts.

Supporting youth wellness in schools and activating Fuel Up to Play 60 (FUTP 60) is a priority for ADAJ. FUTP 60 was launched by the National Dairy Council (NDC) and National Football League (NFL), in cooperation with the U.S. Department of Agriculture (USDA), to help schools meet their wellness goals and encourage youth to consume nutrient-rich foods and achieve at least 60 minutes of physical activity each day.

The program offers nutrition information (that includes dairy), grant funding, rewards and helpful resources that allows FUTP 60 to be customized for any school to implement, while keeping educators and students engaged.



Over 800,000 students reached in Indiana through FUTP 60



More than 73,000 schools have enrolled



Over 1,400 schools within the state participate

