

Nourishing the First 1,000 Days with Dairy

A Healthy Way to Nourish Growing Brains, Bones AND Bodies



Your kit includes educational materials for parents and caregivers!

Dear Healthcare Professional,

Dairy West represents dairy farm families in Idaho and Utah to promote the dairy industry and products locally, nationally and globally. We are passionate about what we do, every day, because dairy farmers play a critical role in providing the world with safe and nutritious food.

We know you are also passionate about what you do, so we are providing the enclosed information for you and your patients' parents highlighting the nutritional benefits of dairy for growing bodies and brains during the critical first 1,000 days between pregnancy and a child's second birthday.

Dairy foods, particularly milk, provide a powerful package of 13 essential nutrients to nourish early brain development, help children learn to like healthy foods and set the stage for a lifetime of wellness. And, dollar for dollar, dairy foods are one of the most economical sources of nutrition, which is critical to help meet the nutritional needs of those disproportionately affected by food insecurity and chronic disease.

Please share the enclosed tear sheets with families to help educate them about the importance of dairy for their children during this important stage of development.

You will notice that these tear sheets feature Unbottled branding, our consumer-friendly look that your patients may be familiar with. It is just one way that local dairy farm families in Idaho and Utah encourage other families throughout both states to enjoy delicious and nutritious local dairy.



Dairy: A Nutritional Powerhouse

Dollar for dollar, dairy foods are not only one of the most economical sources of nutrition, but fundamental to supporting growth and development, and dairy helps fill nutrient gaps and contributes to healthy eating patterns.

VITAMIN A

helps support healthy immune cells and keep skin and eyes healthy

ZINC *known to be important for normal immune function*



PROTEIN

helps build and repair muscle tissue and is the building block of all cells in the body

B VITAMINS

like B12, riboflavin and niacin, which can help the body convert food into fuel

CALCIUM, PHOSPHORUS & VITAMIN D *help build and maintain strong bones and teeth*



Dairy comes in a range of textures and varieties, including lactose-free, to meet multiple taste, cultural and health needs. There's likely something even picky eaters will enjoy.

Brain Development

During the first 1,000 days, the brain grows more quickly than at any other time in a person's life.¹



Children need the right nutrients at the right time to fuel the brain's rapid development. Failure to provide key nutrients during this critical period can have a lifelong impact on intellectual ability and neurodevelopment.

KEY FACTS



-  During the first 1,000 days, the brain grows more quickly than at any other time in a person's life.
-  A baby's brain doubles in size during the first year and triples to almost adult size by 36 months. More than 50% of calories eaten in a day are needed for brain growth.
-  The American Academy of Pediatrics supports continued breastfeeding in the first 1,000 days* and recognizes 14 nutrients that affect early brain development.¹ Dairy foods are a brain health powerhouse, providing 7 of the 14 nutrients important for early brain development.

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RECOMMENDED DAILY DAIRY SERVINGS^{2,3}

12-23 months: **1 $\frac{2}{3}$ –2 cups of whole milk**

2-8 years old **2–2 $\frac{1}{2}$ cups of low-fat or skim milk**

*As long as mutually desired by mother and child

INTRODUCING DAIRY

Encourage parents and caregivers to incorporate a range of dairy foods after baby's first birthday. Here are some nutritious and delicious pairings you can recommend:



banana



whole milk yogurt



Cheerios



dip banana in yogurt, roll in cheerios, freeze



egg



cheese



tomatoes



make an omelette



blueberries



chickpeas



whole milk yogurt



make a puree



strawberries



peanut butter



whole milk



make a "PBJ" smoothie



whole milk yogurt



pumpkin



oatmeal



make overnight oats, sprinkle with cinnamon

Milk Transition

After baby's first birthday, it is time to add whole dairy milk to fuel brain and growth spurts. It is recommended that most toddlers drink whole milk until two years old.⁴



Two year olds need less saturated fat in their diets than 1 year olds. Switching can help cut down on some of the saturated fat they consume. The difference in texture and flavor can make the transition from whole to 1% or skim milk seem like a big adjustment for little taste buds. Remind parents their child learns by watching them. They can be an example by drinking milk with their meals.

Transition Tips:



Use a small cup, make it fun with a special milk cup.

As with every transition, it may take time to adjust.



Start with all whole milk and gradually replace it with skim or 1% (as shown below).

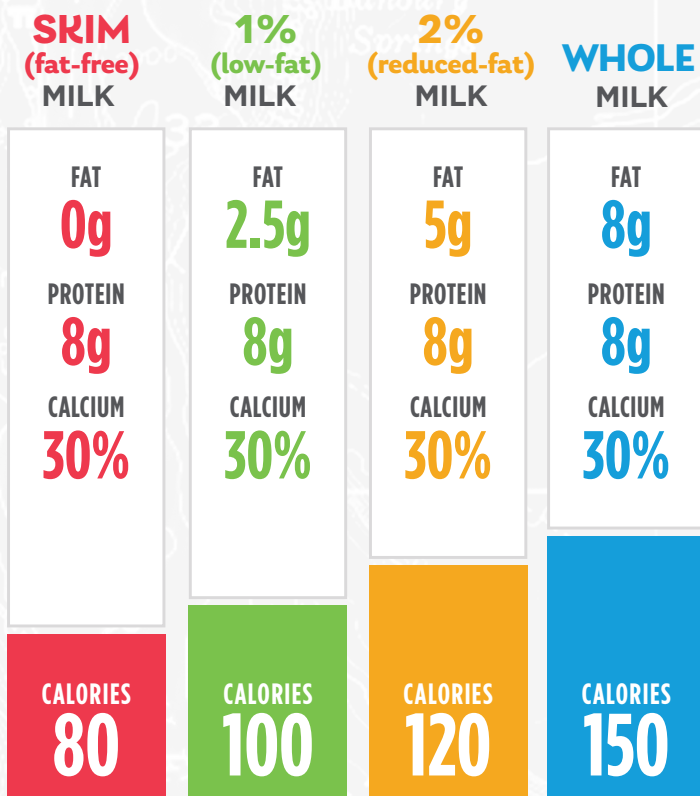


What's the Difference?

When shopping for milk, the options can be overwhelming. Here's a helpful guide.



While the fat and calories vary, all milk contains the same 13 essential nutrients, including protein, calcium, vitamin D, vitamin B12, potassium, iodine, zinc, riboflavin and niacin.





dairy west®

Representing dairy farm families in Idaho and Utah

*We are passionate about what we do, every day,
because dairy farmers provide the world with safe
and nutritious food.*



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Learn more about dairy products
and local dairy farmers by visiting
DairyWest.com

unbottled.

Direct families to **Unbottled.com**
for more information and resources
about the importance of dairy for
their kids.

SOURCES: **1.** Sarah Jane Schwarzenberg, Michael R. Georgieff, COMMITTEE ON NUTRITION, Stephen Daniels, Mark Corkins, Neville H. Golden, Jae H. Kim, C. Wesley Lindsey, Sheela N. Magee; Advocacy for Improving Nutrition in the First 1000 Days to Support Childhood Development and Adult Health. *Pediatrics* February 2018; 141 (2): e20173716. 10.1542/peds.2017-3716. **2.** U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020.* Accessed at https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary_Guidelines_for_Americans_2020-2025.pdf. **3.** U.S. Department of Agriculture. *MyPlate. What foods are included in the Dairy Group?* 2020. Accessed at <https://www.myplate.gov/eat-healthy/dairy>. **4.** Healthy Eating Research. *Technical Scientific Report. Healthy Beverage Consumption in Early Childhood. Recommendations from Key National Health and Nutrition Organizations.* September 2019.