

ADSA-SAD-Dairy Foods

228 Tres Al Dia. J. Bechtel*, *Penn State University, University Park.*

According to the U.S. Census Bureau, the Hispanic population grew 61% from 1990-2003. Hispanics are now the fastest growing demographic group in the United States. Due to this rapid increase, the dairy industry has taken several steps to address this changing population. Key changes in marketing plans include producing Hispanic style cheeses, introducing bilingual labels on top-selling brands of milk, and targeting Spanish speaking audiences through advertisements. A report by the National Agricultural Statistic Service in 2001 revealed the production of Hispanic-style cheeses increased 52% in volume sales over the previous five years, with Queso Blanco being the most popular. In September 2004, Swiss Dairy announced that it will begin selling milk with bilingual labels. While Hispanics account for 13% of the U.S. population, leading advertisers have spent less than 3% of their resources targeting this audience. The Association of Hispanic Advertising Agencies (AHAA) recommends that at least 8% of a company's marketing budget should target Hispanics. In areas such as New York, Los Angeles or Miami, the AHAA advocates even higher percentages of the advertising dollar. Because the Hispanic population is comprised of Cubans, Mexicans, Central Americans, Puerto Ricans, Caribbeans and South Americans, marketing plans must be culturally sensitive. As the United States demographic profile shifts, the dairy industry will work to continually meet the expectations of these changing audiences.

Key Words: Hispanic Cheese, Milk Promotion

229 Consuming three to four servings of dairy products a day may help end the plague of obesity. D. Cotterill*, *University of Kentucky, Lexington.*

Obesity is plaguing the United States of America. Forty million American adults suffer from obesity and out of those three million are morbidly obese. In a recent 24-week study adults who consumed three to four servings of dairy foods and were on a low-calorie diet lost more weight than other adults who were only on a low-calorie diet. The study has also proven that adults who consume 3-4 servings of dairy products a day loose more truncal fat than the adults who took calcium supplements or just cut calories. The consumption of dairy products, which contain calcium and protein, while on a low-calorie diet, will speed up an individual's metabolism causing them to burn fat. Another study divided adults into three groups: low calcium and dairy diet, high calcium supplements and low dairy diet, and a high dairy diet in which 3-4 servings of dairy products are consumed daily. After 24 weeks the high dairy group lost 11% of their total body weight. The high calcium supplements and low dairy group lost 9% and the low calcium and dairy group only lost 6% of its total body weight. Most of the weight was lost in the truncal area. A recent review of 90 studies showed that the consumption of 3-4 servings of dairy products daily along with a low calorie diet could lead to the reduction of obesity, diabetes and hypertension.

Key Words: Obesity, Dairy Products

230 The power of fortification. B. Lyons* and C. Boeneke, *Louisiana State University, Baton Rouge.*

In today's economy consumers are constantly dealing with many issues in their quest to fulfill dietary requirements set forth by the United States Department

of Agriculture's Food Guide Pyramid. Today's consumer is constantly struggling to find food products that can provide a balanced diet and possibly offer additional health benefits. In special cases, this could mean continuing to eat the foods they already enjoy. An area that is rapidly gaining interest is the field of functional foods. A food may be considered naturally "functional" if it contains a food component that affects one or more targeted functions in a beneficial way. Dairy products are a good example of this because of their calcium content. Dairy foods naturally contain many health-promoting characteristics such as calcium and proteins that can be considered as part of a healthy diet. Foods may also become functional by adding certain functional components or replacing components with more desirable ones. Fortifying dairy products such as yogurt, milk, and cheese with additional vitamins, minerals, antioxidants, or probiotics will enhance their health promoting properties. Research is continually being conducted to prove that dairy products have the potential to have a major impact on the future of fortification to increase the functionality of foods. Advances in science, readily accessible nutritional information, rising health care costs, increase of aging population, government regulations, and an expanding self-care movement are all factors used to describe why functional foods is one of the fastest growing categories of foods. Our understanding of functional foods and their market potential is still in the early stages of development. As time progresses, functional foods will become increasingly important for the fast-paced on-the-go consumer of today. It's time for the dairy industry to become more functional. Continual education of consumers will be required and will be challenging. The bigger risk is to sit idle and miss this opportunity.

Key Words: Functional Foods, Dairy Products, Health

231 Food pyramid's dairy group minimum level rises to three servings: Two doesn't cut it. B. House*, *Virginia Polytechnic Institute and State University, Blacksburg.*

After analyzing two national surveys the National Dairy Council recommended that the Food Guide Pyramid change the daily recommendation of the dairy group from two-four servings to three-four servings. Two national surveys showed that two servings from the dairy group were not sufficient in providing the daily recommended intake (DRI) of both calcium and magnesium, except for those under age nine. The majority of the population above age nine needs three or more dairy servings to reach the DRI of calcium and magnesium, especially when the recommended levels of grains, fruits and vegetables are not consumed as a source of calcium. To determine the number of servings needed to reach the DRI, the people surveyed were split into six groups according to the number of servings eaten per day. In order for an average person 9-18 years old to receive Adequate Intake (AI) of calcium they must consume on average four servings from the dairy group. Likewise, in that same age group, 90% consuming 3.5-4.5 dairy products per day met the Estimated Average Requirement (EAR) for magnesium. However 70% of those consuming 2.5-3.5 per day did not meet the EAR for magnesium. Similar results were found in the other age groups. For human health reasons the National Dairy Council recommended changes to the Food Guide Pyramid. The benefits of dairy products are substantial because over 70% of calcium in the human diet comes from dairy products; therefore, raising the minimum daily recommendation from two to three servings helps consumers better meet their DRI of calcium and magnesium.

Key Words: Food Guide Pyramid