

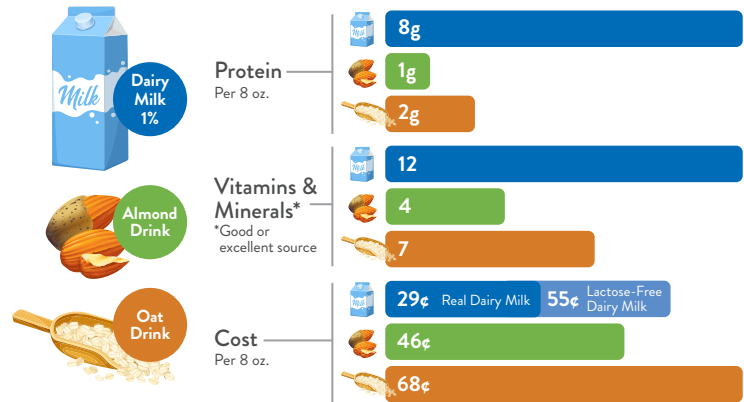
Real Milk, Real Benefits

Health consequences of replacing real dairy milk

Growth, brain development, bone and muscle health - these are potential areas at risk by replacing dairy milk with plant-based alternatives. With the exception of fortified soy beverages, most plant-based drinks don't stack up to real milk and dairy foods, which are backed by decades of science showing they benefit health.

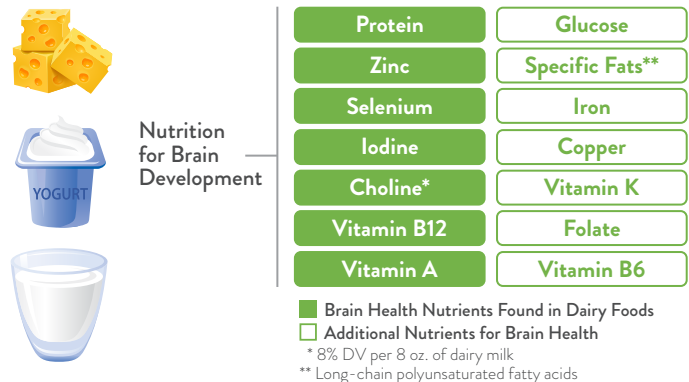
Plant-based beverages fall short on nutrition

Real dairy milk, including lactose-free dairy milk, provides 13 essential nutrients in one affordable package. These nutrients not only support bone health but also brain development, gut health, immune function and reduced risk of chronic disease. Apart from calcium and vitamins A and D, non-dairy beverages typically don't come close to matching the nutrition found in real dairy milk.¹⁻³



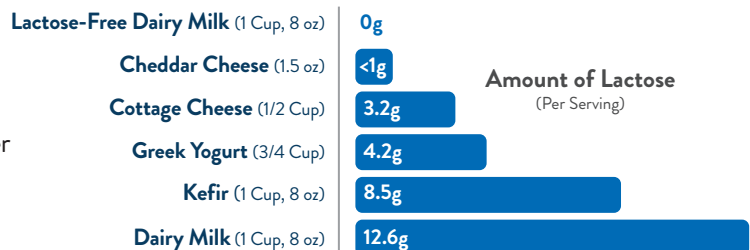
Plant-based drinks don't provide the same brain-boosting benefits

Unlike plant-based options, real milk, cheese and yogurt consistently provide nutrients that nourish brains, bones and bodies.¹⁻⁴ With 7 of the 14 nutrients identified by the American Academy of Pediatrics as important for brain development in the first 1,000 days, dairy foods are a brain health powerhouse.⁴



Plant-based options are just plain limited⁵

Real dairy foods offer a wider variety of accessible, nutrient-dense options to meet a spectrum of personal and cultural preferences. From lactose-free dairy milk to lower lactose fermented dairy food options like cheese, yogurt and kefir, there is a nutritious dairy choice to meet most taste, cultural and health needs.



Learn more about dairy foods' nutrition, science-backed benefits and more at [USDairy.com](https://usdairy.com)

Real dairy milk and its role in supporting generational health and wellness is supported by:



References:

1. USDA MyPlate Dairy Group – One of the Five Food Groups. Available at: <https://www.myplate.gov/eat-healthy/dairy> 2. National Dairy Council. What's in your glass? USDairy.com. January 2025. <https://www.usdairy.com/news-articles/whats-in-your-glass>. 3. Johnson AJ, Stevenson J, Pettit J, Jasthi B, Byhre T, Harnack L, Assessing the nutrient content of plant-based milk alternative products available in the U.S., Journal of the Academy of Nutrition and Dietetics (2024), doi: <https://doi.org/10.1016/j.jand.2024.06.003>. 4. Sarah Jane Schwarzenberg, Michael K. Georgieff, COMMITTEE ON NUTRITION, Stephen Daniels, Mark Corkins, Neville H. Golden, Jae H. Kim, C. Wesley Lindsey, Sheela N. Magge, 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. 5. Circana Group, L.P. Multi-outlets and convenience stores. 52 week-period ending Dec 1, 2024. (Dairy milk, unflavored (1%); Dairy milk, lactose-free, unflavored (1%); Leading almond, soy and oat beverage brands, unflavored.)