

THE POWER OF DAIRY:

Filling Nutrition Gaps with Yoplait Yogurt

When it comes to good nutrition, dairy is an irreplaceable source of essential nutrients. After all, milk serves as the foundation of all dairy foods and has a unique combination of nine essential nutrients that work together to help keep our bodies healthy.¹

Healthy dietary patterns that feature dairy, including low-fat and fat-free milk, yogurt and cheese, are fundamental to good nutrition across the lifespan. Plus, dairy is the best and most easily absorbed source of calcium, one of the nutrients necessary for growing strong bones!²

The 2020-2025 Dietary Guidelines recommend **3 CUPS OF DAIRY EACH DAY.***

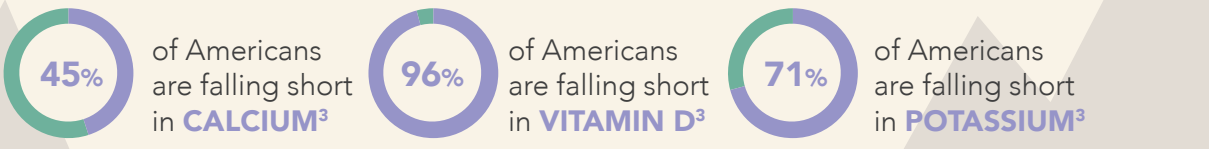


* Kids 2-8 years, 2-2 1/2 cups are recommended

THE DAIRY GAP

Despite the nutritional benefits of dairy, **about 90% of people are not meeting the recommended daily intake.**² Dairy products provide essential nutrition including calcium, vitamin D and potassium — three important nutrients that most Americans aren't getting enough of. The shortfall in meeting daily dairy recommendations is what contributes to **The Dairy Gap**.

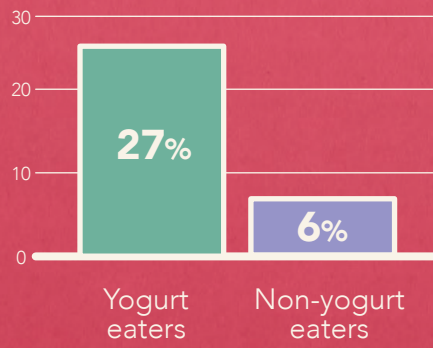
Findings show that **THE DAIRY GAP STARTS AROUND AGE 4** and never really closes.²



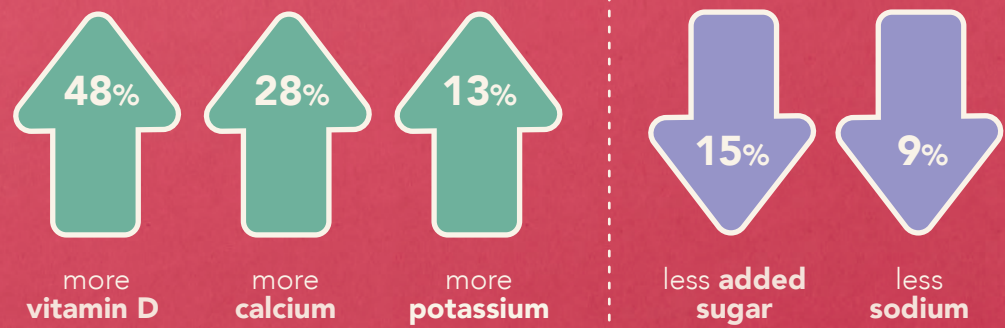
YOGURT HELPS CLOSE THE GAP⁴



Percent of people meeting or exceeding the dairy recommendations:



When compared with people who don't eat yogurt as part of their regular diet, people who eat yogurt consume:



AN AFFORDABLE SOURCE OF NUTRIENTS⁵

Original Style Yoplait yogurt provides valuable nutrition for 60 cents⁵, on average, helping contribute to dietary recommendations.



Excellent Source
OF CALCIUM,
260mg | 20% Daily Value*

Good Source of
VITAMIN D,
3mcg | 15% Daily Value*

* ONLY AVAILABLE ON SPECIALLY MARKED PACKAGES. NOT AVAILABLE ON YOPLAIT 32 OZ. TUBS.

LET'S HELP CLOSE THE DAIRY GAP WITH YOPLAIT AS AN AFFORDABLE, EVERYDAY FOOD ITEM THAT'S DELICIOUS AND NUTRITIOUS!



¹ National Dairy Council. <https://www.usdairy.com/dairy-nutrition>. 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. Available at DietaryGuidelines.gov; ³ Centers for Disease Control and Prevention (CDC). National Center for Health Statistics (NCHS). National Health and Nutrition Examination Survey Data. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2017-2018]; ⁴ Centers for Disease Control and Prevention (CDC). National Center for Health Statistics (NCHS). National Health and Nutrition Examination Survey Data. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2+ years, 2015-2018]; ⁵ Cost of Original Style Yoplait based on average unit price of 60¢ for 6 oz/170 gm from 6/1/20 - 12/26/20; average unit price in XAOC from Nielsen