

# Key Messages

## Immunity- Boosting

- A strong immune system helps you feel good no matter what comes your way. Milk and other dairy products are a natural source of immune-boosting nutrients like zinc and protein.
- Stay in it with immunity boosting nutrients like Vitamin A, Vitamin D, zinc and protein – all in a glass of milk.
- Reset yourself with dairy—it's got immunity-boosting nutrients like Vitamin A, Vitamin D, zinc and protein.

## Feelings of Calm

- When life has you stressed, reset yourself with dairy. Its simple nutrition is good for your body.
- Create a moment of calm in the morning with milk. It's delicious and good for your body.
- Wind down after a long day and reset yourself with dairy. It's good for the body and tastes great.

## Sustaining Energy

- Milk helps you fuel up without the crash. It's a simple, easy source of protein when you need to stay energized.
- Dragging? Take a moment, reset yourself with dairy, and keep going.
- Get after it with dairy. As a natural source of protein, dairy provides the pick-me-up you need to go all out.

## Supporting Digestive Health

- Be good to your digestive system. Yogurt is linked to better digestion and a healthy immune system.
- Being comfortable makes you feel better and perform better. Grab yogurt before your next activity. It's linked to better digestive health.
- Yogurt is linked to improved digestive health. So reset yourself and show your gut some love when you start your day with yogurt.

## Care for the Environment

- Dairy is good for you and made with care for the planet. From the farm to your fridge, U.S. dairy is taking steps to reduce food waste and greenhouse gas emissions.
- U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry's initiative to become carbon neutral or better by 2050.
- The carbon footprint of a glass of milk is two-thirds less than it was 70 years ago, yet milk still has the same nutritional benefits and great taste.
- Producing a gallon of milk has 19% less greenhouse gas emissions than it did in 2007. That's equivalent to the amount of carbon dioxide removed from the atmosphere by half a million acres of U.S. forest every year.