

IDFA June Dairy Month 2024

Social Media Toolkit

Overview

Many Americans recognize dairy as a cornerstone of a healthy diet but continue to fall short of recommended daily intake as endorsed by the Dietary Guidelines for Americans. In fact, 9 in 10 Americans do not consume the recommended amount of dairy. During June Dairy Month, IDFA explores barriers to dairy nutrition among Americans and how to remove them. Using information from new in-depth consumer survey released by the International Food Information Council (IFIC) drawing on the beliefs, behaviors, and perceptions of Black, Latino, Asian/Pacific Islander, and Non-Hispanic White consumers, we offer recommendations for collaboration, education, and policy solutions. IDFA's messages will highlight the top factors driving dairy purchasing decisions, explore the prevalence of lactose-free dairy options, address misconceptions about dairy, and offer policy recommendations to help more Americans access dairy nutrition that is appropriate for them and their families.

[Week 1: Nutrition & Health Are Top Drivers for Dairy Consumption](#)

[Week 2: Consumers Love Dairy for Taste & Affordability](#)

[Week 3: The Lactose-Free Dairy Market Is Growing](#)

[Week 4: Correcting Misconceptions about Dairy](#)

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Messages

General

- About 90% of Americans do not get enough dairy in their diet. Whether it's yogurt, milk, cheese, or lactose-free options, nearly all people would benefit from dairy's 13 essential nutrients, including high-quality protein, calcium, vitamin D, and potassium, as well as better bone health and lower risk for type 2 diabetes and cardiovascular disease.
- This June Dairy Month, IDFA shares new research and recommendations on how our nation's policymakers and medical professionals can work together to improve consumption of dairy nutrition across all communities with the goal of improving our nation's overall health and wellness.

Week 1: Nutrition & Health Are Top Drivers for Dairy Consumption

- New research shows that nearly 8 in 10 Americans from all backgrounds (78%) believe dairy is an essential part of a healthy and balanced diet.
- Dairy products like milk and yogurt contain 13 essential nutrients including high quality protein, calcium, vitamin D, and potassium, and health benefits including better bone health and lower risk for type 2 diabetes and cardiovascular disease.

- Most people are aware of the health benefits associated with dairy consumption, especially better bone health (90%) and dental health (79%).
 - However, many other health benefits of dairy consumption are less well known and require education by government and medical professionals, including the promotion of a healthy immune system (65%), heart health (54%), and maintaining healthy blood pressure (51%).
- Most people are drawn to dairy because they are actively trying to include protein in their diet (48%).
 - Between 39-48% of all Americans who consume yogurt, milk and cheese are drawn to it because it is a good source of protein. Food brands, retailers, diet and nutrition professionals, and policymakers need to raise awareness about dairy being a good source of high-quality protein for all people.

Week 2: Consumers Love Dairy for Taste & Affordability

- Most people are drawn to dairy because it tastes good and is affordable.
- Consumers overwhelmingly rank taste as the main factor for purchasing cheese, yogurt, and milk, followed by dairy being a good source of protein.
- Cheese is the most frequently consumed dairy product (90% weekly), followed by butter (85%), milk (75%), and yogurt (60%).
 - Nearly 2 out of 10 Americans (19%) may avoid dairy because they feel it may spoil too quickly. However, modern dairy products are different thanks to new pasteurization technologies that extend the shelf life of nutritious dairy products. For example, different kinds of milk at the grocery store have a shelf life of 10 to 30 days, while many cheeses can be refrigerated for a month or more.
- Among all food and beverages at retail, dairy remains a good value. Prices for dairy products were 1.3% lower in April 2024 than April 2023, and dairy products are one of three categories predicted to continue to decline in price in 2024.
 - In addition to taste and health benefits, nearly 1 in 3 survey respondents are motivated to purchase dairy because they find it affordable. The price of a gallon of milk has reached a two-year low and continues to fall.

Week 3: The Lactose-Free Dairy Market Is Growing

- The lactose-free market has seen significant growth in recent years, driven by a growing demand for dairy options. As more consumers seek lactose-free alternatives without compromising taste and nutritional value, the market has expanded to include a diverse range of products such as milk, yogurt, cheese, and ice cream.
- Avoidance of dairy may result in lower intake of nutrients that are part of the dairy matrix, including calcium, protein, and vitamin D. This underconsumption of dairy products and the essential nutrients they provide may exacerbate some health conditions that are more prevalent in Black or Latino communities, as dairy consumption is linked with lower risk of type 2 diabetes and hypertension.

- For groups that report higher rates of lactose sensitivity, most people say they've never consumed lactose-free milk or dairy products.
 - In fact, two in three Americans say they've never consumed lactose-free milk (64%), lactose-free flavored milk (76%), or other lactose-free dairy products other than milk (68%). The rate of non-consumption is more than half among Latino, Black, and Asian/Pacific Islander communities.
- More SNAP-eligible survey takers (70%) report that they have never consumed lactose-free milk compared with non-SNAP-eligible survey takers (63%).

Week 4: Correcting Misconceptions about Dairy

- Dairy is good for my health
- Dairy is affordable
- I can consume dairy even if I am sensitive to lactose
- Today's milk stays fresh longer
- Who can I trust for accurate information about dairy nutrition? The IFIC research underscores the importance of targeted outreach programs to improve overall diet quality and achieve greater nutrition equity.

Social Media Graphics

Downloadable graphics linked below.

[Dairy is an essential part of a healthy and balanced diet!](#)

[Americans do not get enough dairy in their diet.](#)

[Consumers overwhelmingly rank taste as the main factor for purchasing dairy.](#)

[Two thirds of Americans have never consumed lactose-free milk.](#)

[Dairy products have a longer shelf life than you may think!](#)

[What dairy products are most frequently consumed on a weekly basis?](#)

[Per capita dairy consumption data from 2022.](#)

[What myths do people believe about dairy?](#)