

**LET'S FIGHT FOR HEALTHIER KIDS.  
JOIN THE FUEL UP TO PLAY 60 SOLUTION.**  
LEARN MORE ABOUT GETTING INVOLVED AT [FUELUPTOPLAY60.COM](http://FUELUPTOPLAY60.COM)



The Klassen Family of  
Hillsboro, Kansas

## Dairy farmers nationwide have always cared about America's health - especially the legacy we leave to our children. **THAT'S WHY WE'RE JOINING TO FIGHT A SERIOUS THREAT TO THEIR FUTURE.**

America's dairy farmers know something about legacy and the importance of passing on a better future to the next generation. About 99 percent of all dairy farms are family-owned, and most farmers hope to pass them on to their children. This is why we are concerned that because of the childhood obesity crisis, today's children may have shorter life expectancies than their parents. Today, America's dairy farmers support National Dairy Council efforts by investing \$250 million to fight childhood obesity in schools across the country. Through this commitment, dairy farmers are helping schools set a foundation for lifelong healthy habits.

A cornerstone program of this initiative is Fuel Up to Play 60, a joint program with the NFL. Fuel Up to Play 60 empowers students to "fuel up" with nutrient-rich

foods, including dairy, and "play 60" minutes or more every day. We are proud to be part of this commitment because dairy farmers have always valued America's most important legacy – our children.

This commitment extends to our communities, where America's 56,000 dairy farm families work hard every day to provide fresh, great-tasting, nutrient-rich milk and dairy products for the health of all families and children. Helping address childhood obesity is a natural fit with the values we've always upheld. Providing both nutrition and value, milk, cheese and yogurt are naturally nutrient-rich in protein, vitamin D, potassium and calcium.

The epidemic facing our children – and Americans of all ages – is solvable, if we work together. Learn more about getting involved at [FuelUpToPlay60.com](http://FuelUpToPlay60.com).

**JUNE IS DAIRY MONTH** – DAIRY FARMERS ARE DEDICATED TO DELIVERING NUTRIENT-RICH MILK PRODUCTS TO CHILDREN AND AMERICANS OF ALL AGES



NATIONAL DAIRY COUNCIL