

Retailers/Processors Blog/E-mail Copy



Retailers and processors can help spread the word about the “Bank on Basics” campaign through their blogs, customer e-mails and electronic newsletters. Below is information about the campaign to include in your communications channels to help raise awareness of dairy’s value and help drive dairy sales.

GET MORE NUTRITIONAL BANG FOR YOUR BUCK

These days, it’s important to not only eat healthfully, but to be mindful of how you spend your money. How can you balance nutritious meals and stay a savvy shopper? Just bank on the basics with dairy and other nutrient-rich foods to maintain a nutritious diet without breaking your budget.

This week, [insert retailer/processor name] in partnership with Midwest Dairy Association is launching the “Bank on Basics” campaign designed to help consumers understand the cost-effective nutritional value of dairy.

Did you know?

- Dollar for dollar, dairy is actually one of the most economical sources of nutrition because of its unique nutrient package, including calcium and eight other key nutrients.
- At about 25 cents per 8-ounce serving, milk is one of the best beverage bargains in the supermarket. In fact, it takes three cups of broccoli to equal the calcium in one cup of milk.
- Dairy provides four of the seven nutrients Americans are missing the most – calcium, potassium, magnesium and vitamin A. The *Dietary Guidelines for Americans* recommend you get at least three servings of dairy a day for stronger bones and overall good health.

Swing by your local [insert retailer name] and add dairy to your shopping cart. It’s nutrition you can bank on!

For information, recipes and tips to bank on the basics with nutrient-rich foods, log on to www.dairymakessense.com.

