



FOR IMMEDIATE RELEASE

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“You’re Gonna Need Milk for That” Campaign Demonstrates Power of Milk

With 13 Essential Nutrients, Prairie Farms Celebrates Milk as the Original Sports Drink*

EDWARDSVILLE, Ill. (May 18, 2021) –. Prairie Farms has been producing nutrient-packed milk for consumers to enjoy for over 80 years, thanks to a commitment by our dairy farmers to bring you the very best. Starting today, a new marketing campaign within the milk industry titled [“You’re Gonna Need Milk for That”](#) seeks to expand on that commitment by demonstrating that milk is powerful, milk is strong, milk is performance fuel at its best. Debuting today as part of the launch is an epic film - [The Wall](#) - which embodies the drive to accomplish the extraordinary.

Milk has been fueling athletes for centuries and stands alone as the original sports drink, delivering a powerful combination of natural ingredients that aid muscle repair, rehydration, and replenishment, while also helping build strong bones and support immune health. Updated nutrient daily values for nutrition labeling, which can be found on all Prairie Farms’ products, and updated government nutrition databases have provided data that shows milk can now claim [four more performance essentials](#) including: potassium, zinc, selenium and iodine. These additions push milk to a natural nutrient content level that few other single foods or beverages can compete with – especially formulated sports drinks.

These recent updates support what sports nutritionists and trainers have advocated for years – as a naturally nutrient-rich way to fuel athletic performance, milk is a clear choice for athletes. A side-by-side comparison of the nutrient makeup of milk and sports drinks reveals milk’s nutrient package. Milk provides 13 nutrients and has only three ingredients (milk, vitamins A and D), while typical sports drinks contain as many as 12 ingredients, including added sugars, flavors, and colors.¹ Milk delivers a nutrient package that athletes and fitness enthusiasts of all ages need, including many not found in formulated sports drinks:

- A natural source of high-quality **protein** to build, repair and maintain lean muscle.
- **Vitamin A, zinc and selenium** to support a healthy immune system.
- **4 B vitamins – riboflavin (B2), niacin (B3), pantothenic acid (B5) and vitamin B12** – to help convert food into energy.
- **Calcium, vitamin D, phosphorus and protein** to build and maintain strong bones and reduce the risk for stress fractures.
- **Iodine** to help regulate metabolism.
- **Potassium*** to help maintain normal muscle function and regulate the balance of fluids in the body.



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“Milk has always been and continues to be a staple item in my fridge. It fueled me throughout my athletic career from youth to pro, and now helps me to fuel my pro athlete husband and our growing athlete kids! The science and firsthand experience was already enough to recommend milk for athletic performance, but I’m excited to have a few more reasons to add to the arsenal,” said Briana Butler, MCN, RDN, LD, a performance and sports dietitian who advises athletes. Butler often reminds her clients of the beverage’s power as a nutrient-rich aid to performance.

Prairie Farms is amplifying the launch through social posts, customized in-store point of sale, and a [campaign web page](#) highlighting award-winning Prairie Farms milk and recipes for making post-workout smoothies.

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest and parts of the South. Elements of the cooperative include more than 800 farm families, 8100 employees, 51 manufacturing plants, over 100 distribution facilities, and annual sales of over \$3 billion. Prairie Farms is a nationally recognized leader in the dairy industry known for setting the standard for milk flavor innovations and producing award-winning milk, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., the Prairie Farms distribution footprint covers over 30 percent of the United States; products are available in grocery chains, mass merchandiser stores, club stores, convenience stores, dollar stores, drug stores, schools, foodservice outlets and warehouse distribution centers. Prairie Farms charitable giving program, [Our Caps, Your Cause](#), supports a variety of non-profit organizations.



MILK, THE ORIGINAL SPORTS DRINK.

**Based on the 2019 DRI for potassium established by National Academies of Science, Engineering and Medicine*

¹Source: USDA FoodData Central online at <https://fdc.nal.usda.gov/>.

²Seery S, Jakeman P. A metered intake of milk following exercise and thermal dehydration restores whole-body net fluid balance better than a carbohydrate–electrolyte solution or water in healthy young men. *British Journal of Nutrition*. 2016; 1-9.

³Maughan RJ, Watson P, Cordery PA, Walsh NP, Oliver SJ, Dolci A, Rodriguez-Sanchez N, Stuart DR. A randomized trial to assess the potential of different beverages to affect hydration status: development of a beverage hydration index. *American Journal of Clinical Nutrition*. 2015;103:1-7.

⁴Martin BR, Davis S, Campbell WW, Weaver CM. Exercise and calcium supplementation: effects on calcium homeostasis in sports women. *Medicine & Science in Sports & Exercise*. 2007; 39:1481-1486.5

⁵Hartman JW, Tang JE, Wilkinson SB, Tarnopolsky MA, Lawrence RL, Fullerton AV, Phillips SM. Consumption of fat free fluid milk following resistance exercise promotes greater lean mass accretion than soy or carbohydrate consumption in young novice male weightlifters. *American Journal of Clinical Nutrition*. 2007;86:373-381.

⁶Josse AR, Tang JE, Tarnopolsky MA, Phillips SM. Body composition and strength changes in women with milk and resistance exercise. *Medicine & Science in Sports & Exercise*. 2010;42:1122-1130.

⁷McCleave EL, Ferguson-Stegall L, Ding Z, Doerner PG, Liu Y, Kammer L, Wang B, Wang W, Hwang J, Ivy JL. Effects of aerobic training and nutritional supplementation on body composition, immune cells and inflammatory markers. *Medicine & Science in Sports & Exercise*. 2011; 23:442.



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