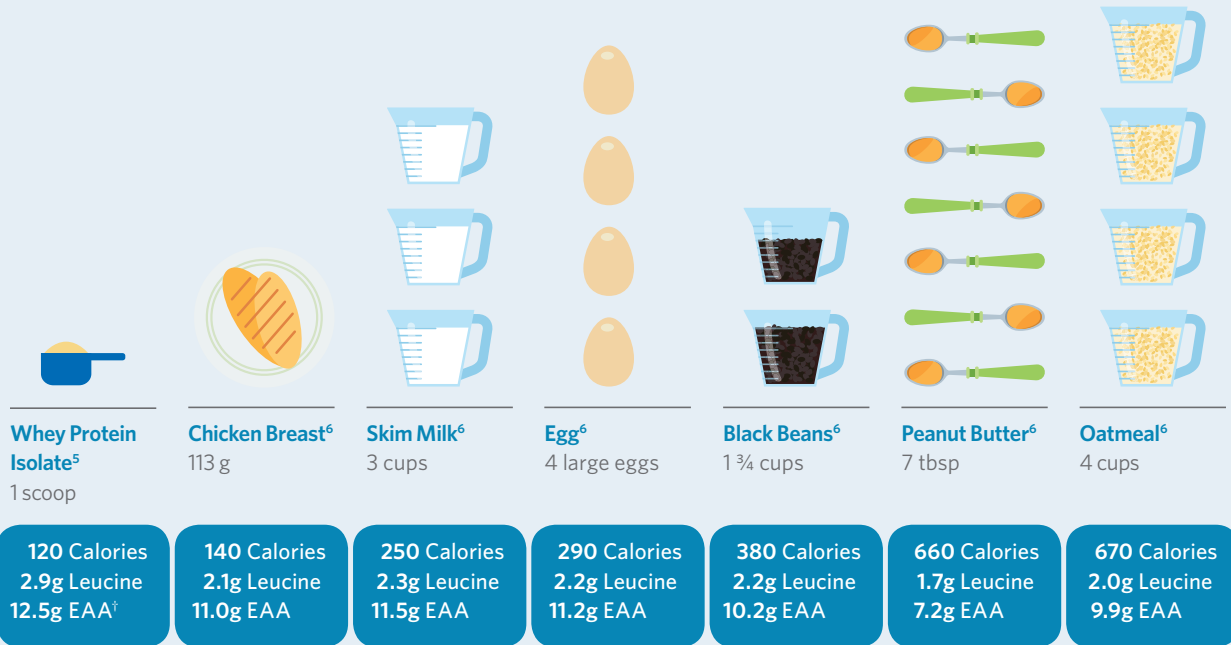


Protein is naturally found in a variety of animal and plant foods. But did you know not all protein is created equal?

- High-quality proteins are those that provide all the essential amino acids the body needs to function properly. Foods vary in their protein quality, as not all proteins are equivalent sources of essential amino acids.
- Whey protein, a high-quality protein naturally found in milk, is one of the best sources of essential amino acids for a relatively modest amount of calories.
- Some experts recommend eating 20-30g of high-quality protein at each meal to help build a higher protein diet to support weight management, active lifestyles and healthy aging.¹⁻⁴ Research shows that ~10-15 grams of essential amino acids per meal, including ~2-3 grams of leucine, can help rebuild muscle.

Dedicated U.S. dairy farmers provide enough milk to make the U.S. the largest single country producer and exporter of whey in the world.*

Consider how 25g of protein stacks up across a variety of sources†:



* U.S. production data from USDA Economics, Statistics, and Market Information System (April 2017). European production data from Annual Production Series of Dairy Products, Eurostat Agriculture and Rural Development (Jan 2017). U.S. export data from U.S. Census Bureau Trade Data (2016). Global export data obtained from Global Trade Atlas[®] (September 2017).

† Examples of the amount of food needed for ~25 grams of protein are for illustrative purposes only. Consult a registered dietitian to help build a meal plan that meets your individual goals.

1 Leidy HJ, et al. The role of protein in weight loss and maintenance. Am J Clin Nutr. 2015;101(Suppl):1320S-9S.

2 Thomas DT, et al. Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and Athletic Performance. J Acad Nutr Diet. 2016;116(3):501-28.

3 Bauer J, et al. Evidence-based recommendations for optimal dietary protein intake in older people: a position paper from the PROT-AGE Study Group. J Am Med Dir Assoc. 2013;14(8):542-59.

4 Paddon-Jones D, et al. Protein and healthy aging. Am J Clin Nutr. 2015;101(Suppl):1339S-45S.

5 Whey Protein Isolate Nutrition Panel. Available at <http://www.gnc.com/whey-protein/GNCProPerformance100WheyIsolate.html>

6 USDA National Nutrient Database for Standard Reference, Release 28. 2016. Available at <https://ndb.nal.usda.gov/ndb/>.

Visit www.ThinkUSAdairy.org for more information on the U.S. dairy industry and suppliers, the extensive portfolio of U.S. dairy products, dairy nutrition facts and innovation inspiration.