

**LET'S FIGHT FOR HEALTHIER KIDS.
JOIN THE FUEL UP TO PLAY 60 SOLUTION.**
LEARN MORE ABOUT GETTING INVOLVED AT FUELUP TO PLAY60.COM



The Klassen Family of
Hillsboro, Kansas

**America's dairy farmers have always cared about 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.

Through National Dairy Council®, dairy farmers have provided child nutrition research, education and communication to our communities and schools for more than 95 years. Today, America's dairy farmers support National Dairy Council efforts by investing \$250 million to help fight childhood obesity in schools across the country.

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.

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 our children. Helping address childhood obesity is a natural fit with the values we've always upheld.

The epidemic facing our children is solvable. But only if we all work together today. Learn more about getting involved at FuelUpToPlay60.com.



NATIONAL DAIRY COUNCIL®