



What America's Missing: A 2011 Report on the Nation's Nutrient Gap

About the Study

"What America's Missing: A 2011 Report on the Nation's Nutrient Gap" was created by the Milk Processor Education Program, with assistance from the Dairy Research Institute of Dairy Management, Inc. The report analyzed data from national food consumption surveys, including the National Health and Nutrition Examination Survey (NHANES), a program of the National Center for Health Statistics, which is part of the Centers for Disease Control and Prevention. For more on the report, visit WhyMilk.com.

Key Findings

Of the 16 nutrients assessed in the report, 11 nutrients were identified as "gap" nutrients, indicating that America's average intake falls short of the recommended amount or the Daily Values.

The nutrients most likely to be lacking include potassium, fiber, vitamin D and calcium – the four top "nutrients of concern" identified in the 2010 Dietary Guidelines Advisory Committee's report.

The nation's nutrient shortages are due to the inadequate intake of foods that supply these specific nutrients. For example, Americans consume only 52% of the recommended amount of milk/milk products – meaning most children and adults need to double their milk intake to meet daily recommendations.

Overall, 85% of Americans fall short of daily milk recommendations. The milk gap starts around age nine and continually gets wider.

Americans average only about one serving of milk a day. Teenage girls and adult women have the lowest intakes – averaging less than a single eight-ounce serving.

Role of Milk

Milk is the single greatest source of calcium, vitamin D and potassium in the American diet – no other food contributes more of these nutrients that are so frequently under consumed.

Milk provides one quarter of American's calcium and more than half of the vitamin D in our diets.

"What America's Missing" demonstrated why one more matters. Simply adding an additional serving of lowfat or fat free milk a day could close the milk gap for adolescent boys and shrink the gap for teen girls and adults. "Pouring One More" would also shrink the gap for 10 of the 11 gap nutrients as defined in the study and completely close the gap for calcium, vitamin B-6 and B-12.