

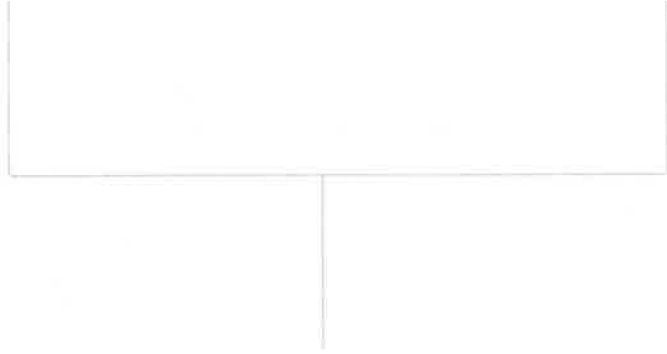
Our Brand

Past | Present | Future



dairy west[®]

Strategy



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*Enhance your
Everyday Greatness
with Dairy*

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Sports Nutrition



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STAY HYDRATED, STAY COMPETITIVE

HYDRATION

Having enough fluids in your body is key to almost everything you do during exercise or sports—and even a small drop in supply can mean a big dip in your performance. Keeping your body topped up with fluids can mean a variety of ways.

- Hydration
- Strength & Recovery
- On the Road
- Stay Hydrated
- Game Day

HYDRATING 101

Here's how to keep your body performing at its best—before, during and after a workout or game.

- BEFORE**
 - Hydrate well in the days leading up to your workout.
 - Drink water throughout the day.
 - Avoid alcohol and caffeine.
 - Limit salty foods.
 - Don't overhydrate.
- DURING**
 - Drink water frequently.
 - Use electrolyte drinks.
 - Don't overhydrate.
 - Limit salty foods.
 - Don't overhydrate.
- AFTER**
 - Rehydrate well.
 - Use electrolyte drinks.
 - Don't overhydrate.
 - Limit salty foods.
 - Don't overhydrate.

WHAT IS LACTOSE INTOLERANCE?

BONE HEALTH

It's when the body lacks the ability to break down and absorb lactose (the sugar in milk). This can cause discomfort and is more common in people of African, Asian, Hispanic and Latino descent.

BEING LACTOSE INTOLERANT DOESN'T MEAN YOU CAN'T GET THE MOST OUT OF YOUR DAIRY

There are a lot of ways to get the most out of your dairy products.

IS LACTOSE INTOLERANT DIFFERENT FROM A DAIRY ALLERGY?

Most dairy allergies are due to a protein in the milk, not the sugar. Lactose intolerance is a digestive issue, not an allergic reaction. It's important to get a proper diagnosis from a healthcare professional.

STRONG BONES BUILD STRONG BODIES!

DID YOU KNOW?

- 1. Milk is a natural source of calcium, which is essential for building and maintaining strong bones.
- 2. Milk is also a source of protein, which is essential for building and maintaining strong muscles.
- 3. Milk is also a source of vitamin D, which is essential for calcium absorption.

WHY DAIRY FOR BONE HEALTH?

The nutrients in dairy foods are uniquely beneficial for bone health. Dairy contains calcium, vitamin D and protein. All of these nutrients are necessary for building strong bones for athletes.

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Going to Market

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Other Areas of Work

- Health Professional Outreach
- k-12 Farm to School
- k-12 Nutrition and Meals
- Retail Outreach
- Dairy Food Science Research
- Sustainability Solutions for Farmers
- Workforce Development
- Farmer Relations
- Processor Relations
- Administrative Functions

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Thank you!

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