

PRESS KIT



SWITCH4GOOD

LIVE BETTER. DO MORE. DAIRY-FREE.

[Switch4Good](#) is a nonprofit organization dedicated to helping people make the switch away from dairy and toward plant-based fuel in order to achieve sustained wellness and exceed their daily performance goals.

Our growing community is comprised of athletes, medical professionals, scientists, and every day active folk who have experienced firsthand the benefits of ditching dairy in 4 key aspects of our lives: Improved Health, Enhanced Performance, Planetary Responsibility, and Food Justice. With the use of digital media, and grassroots campaigns—as well as an expansive collection educational tools—we help anyone interested in transitioning to dairy-free realize their true potential on a diet that does not include cows' milk.

We motivate people through education and anecdotal inspiration. We provide a trusted and engaging community of positive, constant support to help people along their dairy-free journey and speak their truth.

Our Motto: Live Better. Do More. Dairy-Free.

Below you will find talking points that speak to some of the biggest implications of dairy, from health to athletic performance.

For media inquires and photo requests, and to speak with Dotsie Bausch, please email Media Director Jasmin Singer at jasmin@switch4good.org.

What's Wrong With Dairy?

Women's Health

Cancer:

- Cows' milk can increase the risk of ovarian cancer twofold

- Cows' milk increases our levels of circulating IGF-1 which can promote tumors and increase the risk for breast cancer

Hormones:

- 60-80% of the estrogen we consume comes from cows' milk
- In pregnant women, milk consumption increases serum levels of IGF-1, birth weight, and neonatal size

Bones:

- Research has found that women consuming the USDA "recommended" 3+ glasses per day had a whopping 60% greater hip fracture rate.

Environmental Toxins:

- Cows' milk is a source of environmental toxins, known as POPs, which mimic our estrogen hormones. In women, this can lead to estrogen dominance symptoms, including:
 - weight issues
 - endometriosis
 - PMS, fibroids
 - breast tenderness
 - acne
 - fertility issues
 - hormone-dependent cancers such as breast and endometrial cancers.

Children's Health

- Cows' milk allergies are most common in young children
 - a. Immediate symptoms include: rash, hives, wheezing, vomiting and anaphylaxis
 - b. Delayed symptoms and wreak havoc on a child's immune system, affecting their bodies, causing respiratory, gastrointestinal and skin problem
 - c. Several studies have also shown that children with a cows' milk allergy differ in their gut microbes than children without the allergy.
- Cows' milk increases our circulating levels of IGF-1. In children, this can lead to
 - a. Chronic acne

- i. Researchers at Harvard found that the prevalence of acne in teenage boys was 19% greater in boys drinking more than 2 cups of skim milk per day and 44% greater in girls.
 - b. Childhood obesity
 - c. Accelerated linear growth
 - d. Childhood type 2 diabetes
 - i. Research has found that 8-year-old boys who were given skim milk for just one week more than doubled their insulin production.
- Cows' Milk is a source of Environmental Toxins
 - a. Lead - can cause IQ loss, behavioral problems, aggression, learning disabilities, mental and cognitive dysfunction, seizures, and brain damage.
 - b. POPs - early puberty and long-term health problems such as an increased risk of breast cancer and mental health problems.
 - Regular consumption of cows' milk increases estrogen levels, which can affect the sexual maturation in children
 - Studies have shown that children who consume cows' milk are at greater risk of developing iron deficiency anemia. The earlier a child is introduced to cows' milk, the greater the risk a child has of developing anemia.
 - Drinking cows' at a young age can increase the risk of advanced prostate cancer later in life threefold!

Performance Barriers

In the past few years, we have seen multiple major league athletes go dairy-free to lengthen their professional careers—from Tom Brady to Kyrie Irving to 6 top players on the LA Dodgers. But how does dropping dairy lengthen an athlete's career? Here is what we know:

- One 8 ounce glass of cows' milk contains 15 sex hormones including the stress hormone cortisol, saturated fat, trans fat, and a sugar molecule known as Neu5Gc which the human body does not manufacture or recognize and therefore is thought to increase chronic inflammation in our tissues.
- An athlete relies on quality blood flow and endothelial cell function to produce premium outputs, but animal foods—including dairy—constrict blood vessels, which does not allow for proper blood flow to working muscles and will inhibit performance.

- Antioxidants help to eliminate free radicals in the body that are formed as a result of tissue damage from physical exercise, improving blood oxygen flow and reducing inflammation. If not eliminated, these free radicals can cause lasting damage to our cells, prolonging recovery and increasing the risk of chronic diseases. A whole foods, plant-based diet, free of dairy foods, has 64 times more antioxidant content than animal foods.
- A plant-based diet, free of dairy foods, is high in Omega 3 fatty acids, which help reduce inflammation and swelling, and low in Omega 6, which promotes inflammation. When an athlete trains hard, they are breaking down tissue. While athletes do need Omega 6 to help repair their tissues, too much can lead to chronic inflammation. It is very important that an athlete's diet focus on building their tissues and muscles back up with the least amount of added damage. A diet that relies on dairy and animal products, as well as processed oils, can lead to a 20:1 Omega 6 to Omega 3 ratio, as opposed to a plant-based diet, which can lower the ratio to 2:1.
- We are all born milk drinkers. Babies' guts produce the enzyme, lactase, which breaks down lactose, the sugar in breast-milk (and cows' milk), into the simpler sugars glucose and galactose. But for the majority of humans, production of lactase plummets after weaning since we no longer have a need for breast milk, which results in lactose intolerance and the inability to properly digest cows' milk. Symptoms of lactose intolerance include bloating, stomach cramping, diarrhea, constipation, and skin rashes, which are all going to be a serious detriment to athlete's trying to reach the top step.

General Health Hazards of Cows' Milk

Allergies and Intolerances:

- As many as 1 in 13 adults have an allergy to cows' milk proteins, causing skin, respiratory, gastrointestinal problems and in some cases anaphylaxis. Even more common in children
 - Cows' milk allergy is often the first food allergy to develop in a young infant and often precedes the development of other food allergies, especially to egg and peanut.
 - Cows' milk allergy affects as many as 20% of patients with symptoms suggestive of lactose intolerance
 - Symptoms can be immediate or delayed
 - Delayed allergic reactions can lead to chronic conditions such as atopic dermatitis, GERD, colic, Allergic eosinophilic oesophagitis, asthma, and more

- 65% of the global population is lactose intolerant
 - Hispanic: 50-70%
 - Black: 60-80%
 - Asian: 90-95%
 - Native American: 80-90%
 - Ashkenazi Jews: 60-80%

- Lactose intolerance symptoms: abdominal pain, bloating, gas, nausea, and diarrhea. Symptoms occur within 30 minutes to 2 hours.
 - Lactose intolerance is often misdiagnosed as Irritable bowel syndrome (IBS), small intestinal bacterial overgrowth (SIBO), colorectal cancer, Crohn's disease, ulcerative colitis, bowel polyp, diverticulosis, celiac disease, viral and bacterial infections, or parasitic diseases such as giardiasis.

Cancer:

- 60-80% of our estrogen comes from dairy which can increase the risk of developing cancer, especially breast and prostate cancers
- Drinking cows' milk can increase the risk of prostate cancer threefold
- Drinking cows' milk can increase the risk of ovarian cancer twofold

Bones:

- Cows' milk does not build strong bones. Increased risk of bone
 - Women drinking 3+ glasses per day had a 60% greater hip fracture rate
 - A 2018 meta-analysis involving over 250,000 male and female subjects found no link between drinking cows' milk and a reduced risk of bone fractures.
 - Researchers suggest the milk sugar D-galactose promotes oxidative stress and inflammation, which is linked to loss of muscle and bone.
 - The casein protein in milk causes a metabolic acidosis that results in calcium being leached from our bones to correct. Over a lifetime, this can result in severe calcium loss and osteoporosis
 - Some researchers postulate that the high amounts of phosphorus in cows' milk may actually lead to calcium resorption from the bones.

Hormones:

- Cows' milk at 15 naturally occurring sex hormones
- Dairy cows today are usually fed a combination of grass and concentrates, allowing them to lactate during the latter half of pregnancy, even at 220 days of gestation. During this period, estrogen levels are highly elevated.
 - just 30-60 minutes after drinking milk, estrogen levels can increase by 26%!
 - excess estrogen can increase the risk of developing breast and prostate cancers and is associated with fatigue, and weight gain.
- Cows' milk increases our bodies' circulating levels of insulin-like growth factor which can lead to tumor promotion, acne, and type 2 diabetes
- Cows' milk has high levels of cortisol, which has been linked to stored body fat and lowered muscle mass
- Cows' milk is a source of environmental toxins, known as POPs, which mimic our estrogen hormones, bind to the receptors and cause hormonal imbalances in men, women, and children

Misc:

- Cows' milk is inflammatory. Chronic inflammation has been shown to be at the root of many chronic diseases.
- Cows' milk has both saturated and trans fats which can increase the risk of cardiovascular disease
- Cows' milk can exacerbate asthma symptoms and increases mucus production

Environmental Impacts of the Dairy Industry

1. Gas Emissions

- Waste from a dairy farm of 2,500 cows is equivalent to waste from a city of 411,000 people.
- There are approximately 9.32 million dairy cows in the US. Each cow produces about 120 pounds of waste per day. Do the math: $120 \times 9.32 \text{ million} = 1.1184 \text{ billion pounds of waste per day}$.
- Butter ranks third on the National Resource Defense Council's chart of 10 common climate-damaging foods since it requires 21 pounds of milk to make 1 pound of butter.

- The Food and Agriculture Organization of the UN estimates that the global dairy sector contributes 4% of total global anthropogenic greenhouse gases (GHG). Further, 52% of GHG produced by dairy is comprised of methane, which can trap 100 times more heat than CO₂ and contribute to rapid climate change.

2. Water Use

- 1,000 gallons of water is required to produce 1 gallon of cows' milk.
- Animal agriculture makes up $\frac{1}{4}$ of the global water footprint, 19% of which is from dairy cattle.
- It takes 900 lbs of water to make 1 lb of cheese

3. Natural Resources

- 100 calories of cattle feed only produce 40 calories of milk.
- As recently as 2015, 95,000 male calves, or 19% of all male calves in the UK, born into the dairy industry were killed upon birth as they cannot contribute to the industry.
- 1 in 6 pints of milk produced globally is lost or wasted (this equates to 128 million tons yearly) yet milk production has increased by 6% between 2014-2018.

4. Water Pollution

- A 2,000-cow dairy farm generates more than 240,000 pounds of manure daily.
- The USDA estimates that the manure from 200 milking cows produces as much nitrogen as sewage from a community of 5,000 to 10,000 people.
- Excess nutrients from agriculture, including chemical fertilizers and dairy manure, are a major source of water pollution across the US.
- Cows that give more milk also produce more manure and per-cow milk production has almost doubled since the 1970s.

How Ditching Dairy Can Save the Planet

- Going vegetarian will reduce your carbon emissions by on average 31%, land use by 51% and water use by 37%. Ditching the dairy and going vegan, can reduce your carbon emissions by on average 45%, land use by 55% and water use by 107%.
- For every gallon of milk that you don't drink, you save the water equivalent of 50 showers. (It takes 1,000 gallons of water to make 1 gallon of milk. On average, a 10-minute shower uses only 20 gallons of water).

- If everyone in the US ate no meat or cheese just one day per week, it would have the environmental benefit of not driving 91 billion miles or taking 7.6 billion cars off the road.
- Eating 60% less cheese and 4-6 more servings of beans will help keep the global temperature rise under 2 degrees Celsius by 2050.
- Eating 4 ounces of cheese contributes the same amount of carbon dioxide emissions as driving 3.5 miles. Each time you pass on the cheese you are keeping CO₂ out of the air.