Executive Brief

A Scientific Report on Cow's Milk, Health and Athletic Performance

For over a century, cow's milk has been touted as a healthy part of a balanced diet. Celebrity athletes pose sporting milk mustaches. Chocolate milk is promoted as an exercise recovery beverage. And the idea that milk builds strong bones and muscles is best exemplified by the advertising campaign; "Milk does a body good." All very effective marketing, but is it good science?

A Scientific Report on Cow's Milk, Health and Athletic Performance shows that cow's milk has serious negative effects on general health and is an underlying factor in numerous chronic diseases. Dairy impedes athletic performance and professional athletes' health. And dairy is the most heavily marketed and subsidized food group in the United States Department of Agriculture (USDA) and the Department of Human Health and Services' (HHS) Dietary Guidelines for Americans—the de facto standard for school lunches and other regulated food regimens.[1] All this despite the fact that 36 percent of Americans are lactose-intolerant, with a much higher incidence among African Americans and other non-white minorities.[2]

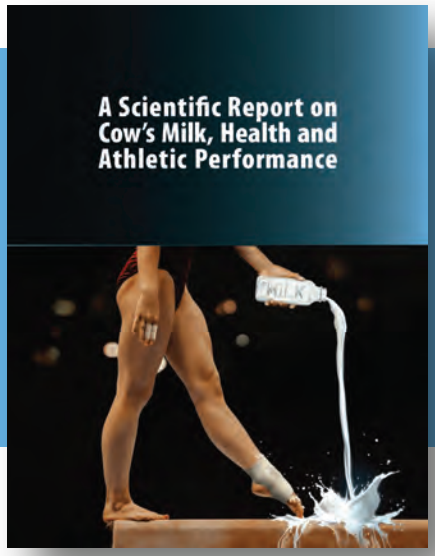
A Scientific Report on Cow's Milk, Health and Athletic Performance unpacks all this and more. Based on rigorously cited essays by physicians, dietitians, and other health and nutrition experts, the report draws on a deep and growing body of independent, peer-reviewed evidence about the negative effects of dairy consumption.

The report exposes Big Dairy's flawed research—for instance, chocolate milk was compared to water when tested as a recovery beverage, rather than a nutrient-equivalent beverage.[3] The report highlights the billions of dollars spent by the US government to prop up Big Dairy and promote its products—despite the growing body of negative evidence.[4]

Finally, the report outlines an alternative, dairy-free diet, designed to help both professional and recreational athletes fuel for optimum performance and long-term health.

Key topics in the report:

- **Associations between dairy consumption and chronic disease.**
- **Dairy's negative effect on athletic performance.**
- **History of dairy marketing tactics, exploiting and targeting athletes.**
- **How dairy disproportionately sickens people of color.**
- **Cozy relationships between the US government and the dairy industry.**
- **Optimum dairy-free nutrition for athletes.**



A Scientific Report on Cow's Milk, Health and Athletic Performance challenges the conventional wisdom that cow's milk is healthy for humans. The report seeks to educate and empower all of us—athletes included—to take back control of our nutrition, exceed our performance goals, and maximize our capacity for a long, healthy life.

Athletes are always striving to improve. But physical training is limited without the proper fuel. Dozens of professional and Olympic athletes—from Kyrie Irving to Alex Morgan—have leveled up their performance and extended the longevity of their careers by changing their diet. Eliminating dairy was the common denominator.

References

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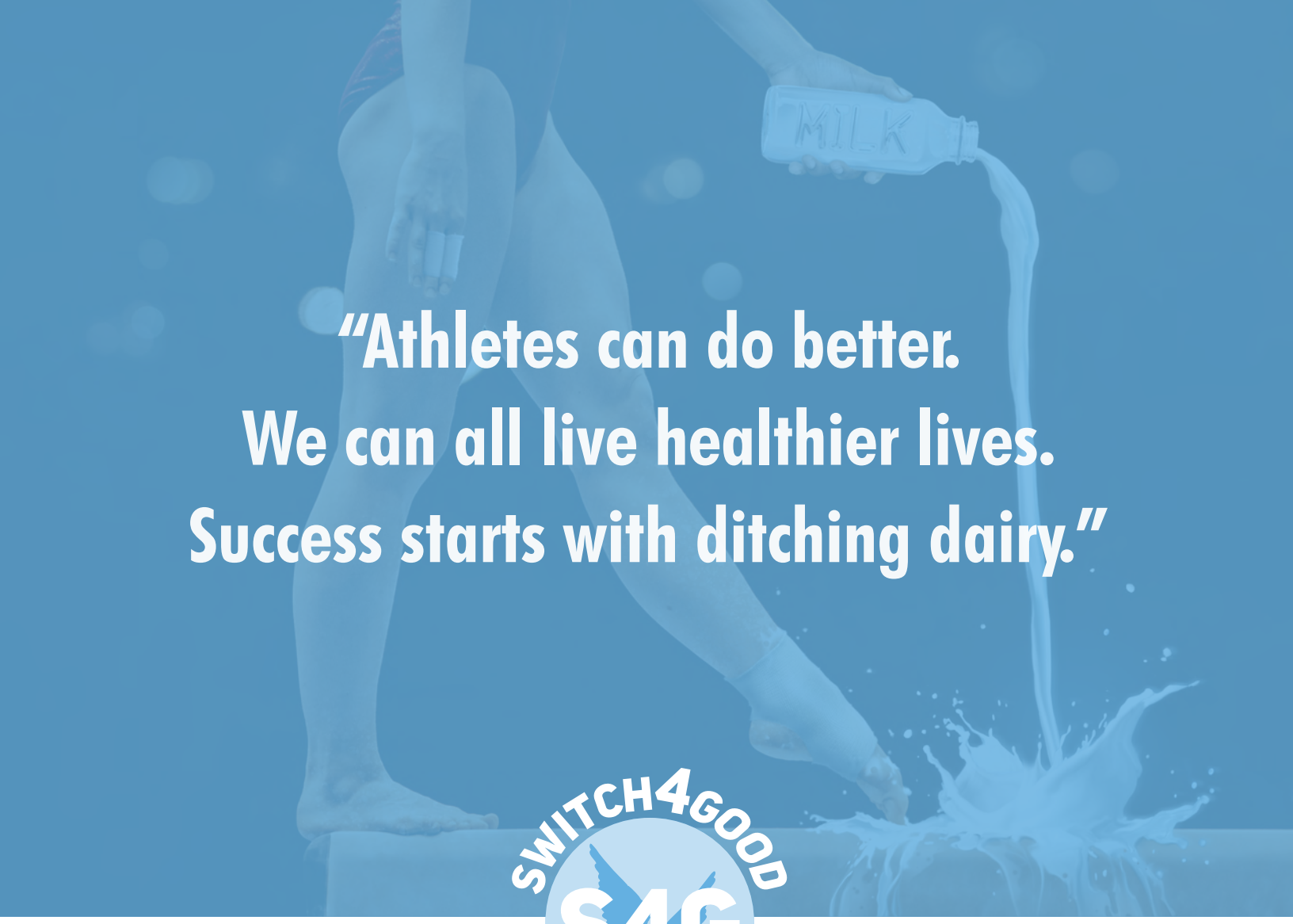
4. Willett WC, Ludwig DS. Milk and Health. N Engl J Med. 2020;382(7):644-654. doi:10.1056/NEJMra1903547



"Athletes can do better. We can all live healthier lives. Success starts with ditching dairy."

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Learn more about
A Scientific Report on Cow's Milk, Health and Athletic Performance
and download the full report:
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