



Media Advisory

For Immediate Release
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April is 2nd Annual “Know It’s Yogurt Month”

NYA campaigns to ensure yogurt contains beneficial live and active cultures

McLean, VA – For the second consecutive year, the National Yogurt Association has designated April 2006 as “Know It’s Yogurt Month,” to advance its campaign to ensure products marketed as yogurt meet consumers’ expectations by containing the live and active cultures associated with potential health benefits. Interviews with an Association spokesperson are available.

The designation supports the Association’s advocacy efforts to revise the standard of identity for yogurt. In 2000, the Association petitioned the U.S. Food and Drug Administration to establish, among other provisions, a minimum level of live and active cultures for products identified as yogurt, which properly reflect current consumer expectations.

Given the rising popularity of yogurt and anticipated future interest in capitalizing on this growth market, there must be a mechanism that guarantees products marketed under this term contain the essential characteristic of live and active cultures. Currently, the Association’s “Live and Active Cultures” seal program is among the very few assurances that consumers have that the product they are purchasing contains sufficient levels of live and active cultures, whose potential benefits are cited in scientific studies and frequently hailed by health professionals.

More information is available by contacting Chris Krese, NYA’s senior vice president of industry affairs, at (703) 821-0770.

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