



Transcript

Sponsored Radio Feature – April 2006

The National Yogurt Association – APRIL IS “KNOW IT’S YOGURT MONTH”

60-second script

Announcer: DOES THE YOGURT YOU EAT CONTAIN THE POWERFUL INGREDIENTS YOU EXPECT?

I'M PAULA NEWBAKER REPORTING FOR THE NATIONAL YOGURT ASSOCIATION.

STUDIES SHOW THAT MOST CONSUMERS ARE AWARE THAT LIVE AND ACTIVE CULTURES ARE WHAT GIVE YOGURT ITS POTENTIAL HEALTH BENEFITS. SCIENCE SUGGESTS THESE CULTURES MAY HELP OUR INTESTINAL TRACTS AND THOSE WITH LACTOSE INTOLERANCE.

BUT THE GOVERNMENT’S DEFINITION OF YOGURT DOESN’T REQUIRE A SPECIFIC AMOUNT OF THESE INGREDIENTS.

LESLIE SARASIN, PRESIDENT OF THE NATIONAL YOGURT ASSOCIATION, EXPLAINS:

Leslie Sarasin: We’ve petitioned the Food and Drug Administration, asking that products marketed as yogurt contain a sufficient level of live and active cultures. We hope this will happen soon.

But until then, look for the National Yogurt Association’s Live and Active Cultures Seal to ensure that the yogurt you eat meets the Association’s criteria.

Announcer: APRIL HAS BEEN DESIGNATED AS “KNOW IT’S YOGURT” MONTH.

FOR MORE INFORMATION, VISIT www.KnowItsYogurt.org.

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