



AHA HEART-CHECK FOOD CERTIFICATION PROGRAM

Milk Mustache Campaign/On-Pack

Concept

Promote skim milk and 1/2% milk as part of a heart healthy diet with AHA's heart-check licensed symbol

Hurdle

Dealing with 2,000+ individual dairy producers would make approval and monitoring impossible

Solution

Construct a long-term "blanket" licensing program available to all IDFA members, generating visibility on 6 billion cartons annually



American Heart Association

Products displaying the heart-check mark meet American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.