

Serving Size Misconceptions

Many underestimate the amount of food eaten and overestimate the recommended portion sizes

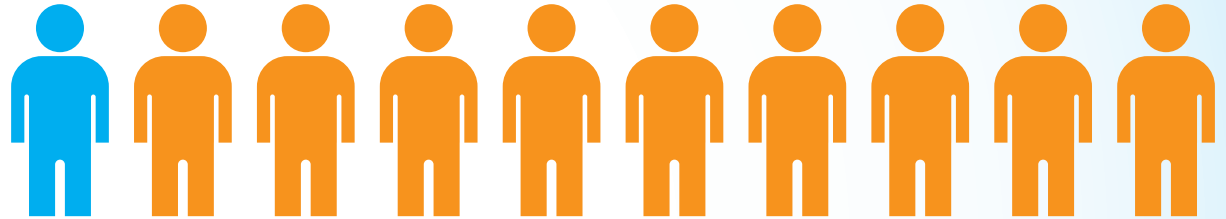
Portion: Amount of food you choose to eat for meals or snacks

Serving: Amount of food experts recommend you eat

Dairy

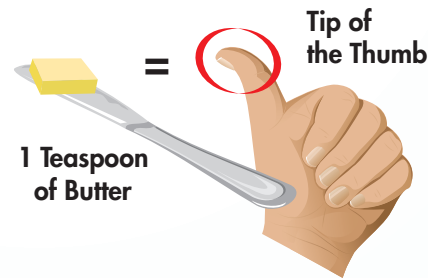
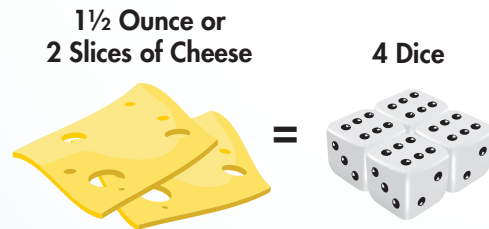
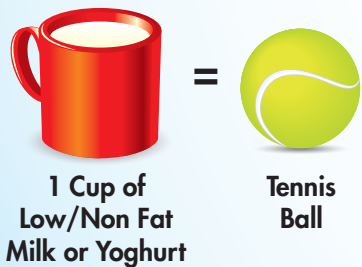
The USDA recommends:

- Consuming 2-3 servings of dairy daily on a 2,000 calorie diet.
- Choose fat-free or low fat milk, yogurt and cheese



1 in 10 reported meeting the recommendation (NDC, 2010)

Visualize a serving size with these everyday items



Source: National Dairy Council, 2010 report on Dairy Consumption
For more information on daily number of servings for each calorie group check:
www.cnpp.usda.gov/sites/default/files/dietary_guidelines_for_americans/PolicyDoc.pdf
and www.choosemyplate.gov



State of Illinois
Illinois Department of Public Health