

# 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

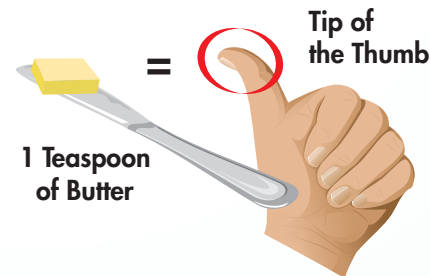
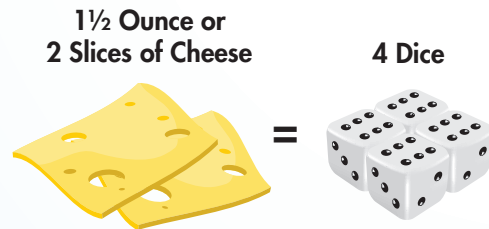
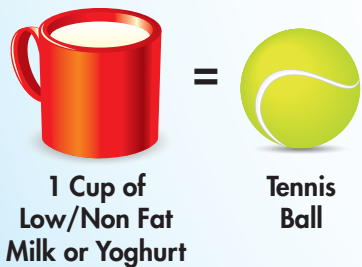
## The USDA recommends:

- 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](http://www.cnpp.usda.gov/sites/default/files/dietary_guidelines_for_americans/PolicyDoc.pdf)  
and [www.choosemyplate.gov](http://www.choosemyplate.gov)



State of Illinois  
Illinois Department of Public Health