



December 10, 2013

Andrew Messick, CEO
World Triathlon Corporation

Via e-mail: andrew@ironman.com

Dear Mr. Messick,

Thank you for your response. I'd like to provide you with more detail about the dairy industry's efforts to promote this unhealthy beverage to athletes, which we hope will lead you to reconsider Ironman's partnership with Milk Processor Education Program's REFUEL "got chocolate milk?" campaign.

Perhaps you are unaware of the fact that many of the studies claiming that chocolate milk is an effective sports recovery beverage were at least partially funded by the dairy industry, including large grants from the National Dairy Council, the Milk Development Council, the Dairy & Nutrition Council Inc., and the International Dairy Foods Association, among others.

Patricia Nisevich Bede, M.S., R.D., recognizes the transparency of the dairy industry's campaign: "Thanks to clever marketing and some scientific research, a beverage that was once avoided ... is now the Homecoming Queen of recovery nutrition."

According to Kristine Clark, Ph.D., R.D., director of sports nutrition at Pennsylvania State University, "The milk industry has gone to extreme efforts to convince the public, especially athletes, that chocolate milk is the 'one and done' product for athletes for muscle recovery. And it's not."

Robert Portman, M.D., exercise scientist, and author of *Nutrient Timing and The Performance Zone*, explains, "Although chocolate milk makes for great media, it does not deliver great recovery. ... [R]esearch [demonstrates] that it is much less effective than beverages that are specifically engineered to facilitate post-exercise muscle recovery."

Jonathan V. Wright, M.D., asks, "[W]hat better way is there to undo the effects of my hard [exercise] than drinking down a beverage that's been linked to numerous health concerns including bone fracture, strep throat, allergies, Crohn's disease, and insulin regulation?"

Luckily, there are many refueling options that offer the protein-to-carbohydrate ratio necessary for sports recovery, including fruit smoothies with plant-based milk (such as soy, almond, rice, coconut, and hemp) and plant-based protein powder (soy, pea, and hemp are all effective). Also effective are CeraSport products (which are rice-based), and triathlete Brendan Brazier's Vega product line.

The World Triathlon Corporation has a superior reputation among athletes, and we are confident that it will remain unscathed if you reject what is little more than a marketing ploy by the dairy industry.

See the video of inhumane, abusive treatment of mother cows and their babies by the dairy industry [here](#). We look forward to hearing that you have ended this unnecessary partnership. Sincerely,

Tracy Reiman, Executive Vice President

Lisa Lange, Senior Vice President

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