

some quick questions...



1

Why do humans drink cows' milk?

Ancient data shows that humans milked cows as far back as 10,500 years ago. Analysis of archaeological pottery shows that dairy has been extensively consumed in parts of Europe as far back as 8,500 years ago.

In areas of the world where dairy products have been part of the diet for thousands of years, the majority of consumers have a variation in their genes which makes them lactose tolerant throughout their life.

Researchers believe that the relatively fast evolution of lifelong tolerance to lactose means that it has been an evolutionary advantage to have milk and dairy products as part of the diet.



2

Can drinking milk cause mucus or eczema?

Drinking milk can make mucus feel thicker when you have asthma or a cold, but it does not lead to increased mucus production. Parents of children with asthma are often reluctant to add milk to their children's diet, but all the current available

scientific evidence does not back up the belief. Eczema is an inflammatory response of the skin and is thought to be caused by a number of factors. It can be triggered by substances which cause an allergic reaction and it

has been related to asthma. It is essential, if you believe that food is causing this, to be tested for food allergies.

It is not recommended that you cut out food groups unless it is essential, as you miss out on important nutrients.



3

Whole milk contains less than 5% fat. Really?

Milk and dairy products are recommended as part of a varied and healthy diet by health authorities across the globe.

It is a common misconception that homogenised whole milk is high in fat. In fact, whole milk contains less than 5% fat.

Comparatively, semi-skimmed milk has 1.7% fat content, while skimmed milk is 0-0.5% fat.



4

Does milk fat have a part to play in a healthy diet?

There is room for milk fat in a varied and healthy diet. Yes, butter and some cheeses have a relatively high content of saturated fatty acids, and a maximum 10% of the calories we eat should come from saturated fat. But that does not mean that

milk fat should be excluded from the diet. We should balance our intake of milk fat with fats like rapeseed, sunflower and olive oils and foods like nuts and avocados. The fat in dairy products primarily contributes taste, but for cooking and baking it also brings

structure, because it is hard at room temperature. Compared to margarine, milk fat is naturally hard while margarines contain oils that are chemically altered to contribute firmness.



5

Is milk bad for your skin?

There is no convincing evidence to show that milk and/or dairy foods cause acne. Acne is a condition which usually presents during puberty and is believed

to be induced by hormones. As the body reaches puberty, testosterone is produced. This may increase the amount of oil in the skin. If there is too much oil,

skin pores can become blocked and become infected with bacteria.



Let in the goodness[®]

Milk can take on many tasty shapes and forms. Maybe you like it as a snack on the go, or as part of your breakfast ritual, to liven up your coffee break or add to your post-workout routine. And before the day ends, you may add it as a twist to an evening meal.

Whether you drink it, spread it, whip it or slice it to perfection, dairy can fulfil your everyday hunger. A varied and balanced diet and healthy lifestyle are important and dairy helps support this at every stage of life, because it's packed with nutrients and goodness.

Milk is a nutrient rich product that is the source of several vitamins and minerals (calcium, potassium, phosphorus, B1, B2 and B12) and protein.

That's why milk and other dairy products are recommended as part of a healthy diet, because they help you grow, learn, play and perform, whatever your stage in life.

Fresh milk is a natural product with nothing added which undergoes heat treatment to remove harmful bacteria.

We simply transform our farmers' milk into a wide range of dairy products, containing different amounts of protein, fat, lactose, minerals and vitamins.



find out more...

<http://www.arla.com/healthy-living/>



DID YOU KNOW? Whole cows' milk contains on average:



It's good to know all this

Milk is high in calcium and is a source of vitamin B12, vitamin B2, phosphorous and potassium. When we make cheese, yogurt or butter, natural vitamins and minerals from milk are transferred and concentrated into the final product. For example, the calcium content in hard cheese can be up to six times higher compared to calcium in milk, and butter contains up to 55 times more vitamin A compared to milk.

Did you know?

87.3% WATER
3.3% PROTEIN
3.9% FAT
4.6% LACTOSE (milk's carbohydrate)
1.1% VITAMINS AND MINERALS

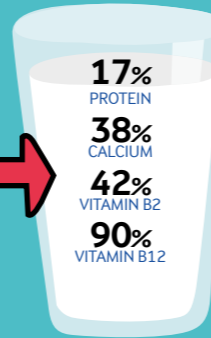
SEMI-SKIMMED MILK CONTAINS LESS THAN 1.7% FAT

SKIMMED MILK CONTAINS LESS THAN 0.5% FAT

WHOLE MILK CONTAINS 3.9% FAT ON AVERAGE

Milk is good for you

Just 1 glass of whole milk (250ml) will give you a significant amount of your needed daily intake of:



Protein contributes to:

- Normal growth and development of bones in children
- Normal bone and muscle maintenance
- Growth in muscle mass

Vitamin B12 contributes to:

- Reduction in tiredness and fatigue
- Maintenance of normal energy yielding metabolism
- Normal functioning of the nervous system
- Normal red blood cell formation
- Normal function of the immune system

Vitamin B2 contributes to:

- Maintenance of normal energy yielding metabolism
- Normal functioning of the nervous system
- Maintenance of normal: red blood cells, skin and vision
- Reduction of tiredness and fatigue

Your body needs:



Calcium for:

- Maintenance of normal bones and teeth
- Normal growth and development of bones in children
- Normal blood clotting
- Maintaining normal energy yielding metabolism and muscle function
- Normal function of digestive enzymes

Stay strong gym goes

DID YOU KNOW?

Here's to you, healthy heroes. It's no easy feat saying no to the snooze button and braving the grey outdoors for a trip to the gym. And if you're going to conquer the cold and stay in shape, you don't want a second of that workout going to waste.

- Dairy proteins are a simple way to boost that toned body before and after exercise
- It is a convenient way to keep those well-earned muscles in shape and help the body and soul recover after training*
- Experts state that 20g is the suggested amount of protein in one go, giving your muscles the perfect pre and post body workout boost**

* Protein contributes to the maintenance of muscle mass
 ** Protein contributes to a growth in muscle mass

Dairy throughout life

Dairy¹ is rich in nutrients that play important roles in healthy eating for every life stage

1 to 2 year olds need whole milk

Milk and dairy products are an important part of a young child's diet but breastfeeding or infant formula is recommended until the age of 1. From the age of 1 to 2 years, whole milk is recommended; because children may not get the calories or essential vitamins they need from low-fat milk. After the age of 5 years old skimmed or semi-skimmed milk can also be introduced to the diet. About 300ml of milk (just over half a pint) would provide a 1 to 3 year old child with all the calcium they need (350mg/d²). Children 4 to 6 years old need a little more calcium (450mg/d).

Primary school aged children

Both calcium and protein is needed for normal growth and development of bones in children. Dairy is rich in calcium, therefore, a relatively small serving can make a significant contribution to the recommended daily amount. For example, by having a glass of milk (250ml) and a small matchbox piece of cheese (20g) and 80g yogurt, 7 to 10 year old children can meet the full daily calcium recommendation of 550mg. On top of this, dairy products also provide significant amounts of vitamin B2 and B12 and a wide range of other vitamins and minerals.

Teenagers

During this stage of life, calcium demands are higher than at any other time as bones develop quickly as they grow in length and density. Every day during the growth spurt significant amounts of new calcium are deposited in the bones. Unfortunately, not all UK teenagers get the calcium they need. Latest dietary surveys show that 19% of girls and 8% of boys aged 11 to 18 years old had very low calcium intakes. Having dairy in the diet makes it easy to meet the recommendation of 800mg of calcium per day for girls and 1000mg/day for boys.

Pregnancy and breastfeeding

Dairy foods such as milk, cheese, fromage frais and yogurt are important in pregnancy, because they contain calcium and other nutrients that a baby needs. Pregnant and breastfeeding women are advised to choose low-fat varieties wherever possible, such as semi-skimmed or skimmed milk, low-fat, lower-sugar yogurt and reduced-fat hard cheese and should aim for two to three portions a day.

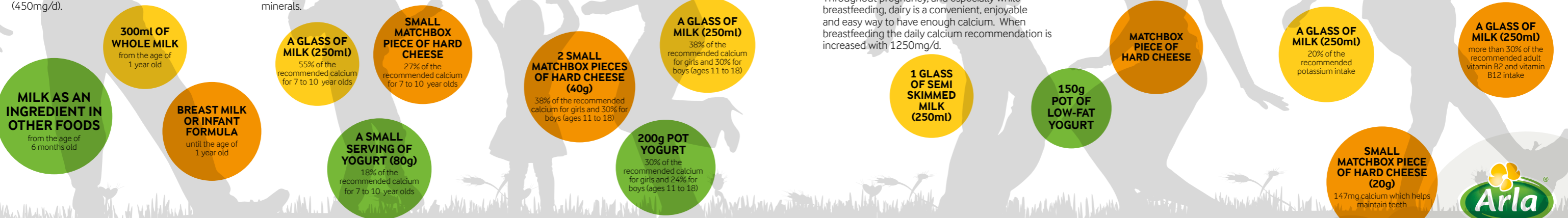
Throughout pregnancy, and especially while breastfeeding, dairy is a convenient, enjoyable and easy way to have enough calcium. When breastfeeding the daily calcium recommendation is increased with 1250mg/d.

Adults, particularly women

Calcium is important throughout life as bones are constantly being broken down and build up again in a process called remodeling. Therefore, adults need a daily supply of calcium to maintain normal bone density. Women over 50 are at particular risk of developing bone diseases. Two slices (50g) of low-fat hard cheese provides 420mg calcium which is the amount acknowledged to help reduce the loss of bone mineral in post-menopausal women. To prevent bone loss a daily intake of 1200mg calcium is required.

Older adults

Dairy can be useful for adding nutritional value to the diets of older people due to their nutrient density, flavour and palatability. In addition to calcium other natural dairy nutrients also provide health benefit. A glass of milk (250ml) covers 20% of the recommended intake of potassium which can help maintain normal blood pressure, as well as providing more than 30% of the recommended intake of vitamin B2 and B12 which can both help reduce fatigue and tiredness.



¹Dairy should be consumed as part of a varied diet and balanced lifestyle ²milligrams per day

