



Healthy Eating For The Whole Family

**The importance of dairy
in the diet of
the South African family**

Have
milk, maas
and
yoghurt
every day





Healthy nutrition for your baby



Adequate nutrition during infancy and early childhood

Adequate nutrition during infancy and early childhood is fundamental to the development of every child's full potential. It is well recognised that the period from birth to two years of age is a 'critical window' for the promotion of optimal growth, health and behavioural development.

Complementary feeding is defined as the process starting when breast milk alone is no longer sufficient to meet the nutritional requirements of infants, and therefore other foods and liquids are needed along with breast milk.

Your baby grows very fast in the first year of life:

- Birth weight triples.
- Length increases by 50%.
- Head circumference increases by 30%.
- Percentage of water in the body decreases, while the percentage of fat and protein increases.
- At one year of age at least four teeth have already developed.



Introducing solids from 6 months

Practise exclusive breastfeeding from birth to six months of age and then introduce complementary foods, including small amounts of solids, while continuing to breastfeed. Continue frequent, on-demand breastfeeding (allowing your baby to drink when thirsty) until two years of age or beyond. Breastfeeding on demand is ideal. When you introduce your baby to solids, start with small amounts of one food at a time and increase the quantity as the child gets older.

- **Feed infants directly** and assist older children when they feed themselves. Be sensitive to their hunger and satiety cues.
- **Feed slowly** and patiently and encourage children to eat, but do not force them.
- If children refuse many foods, **experiment** with different food combinations, tastes, textures and methods of encouragement.
- Minimise distractions during meals if the child loses interest easily.
- Remember that feeding times are periods of learning and love – talk to children during feeding, while making **eye contact**.

At six months your baby still needs **150 ml milk per kilogram** body weight from breast milk and or additional milk. But if adequate amounts of other animal-source foods are consumed regularly, the amount of milk needed is approximately 300-500 ml/d. Acceptable milk sources include **full-cream animal milk** (cow, goat, sheep), long life (**UHT**) **milk**, reconstituted **evaporated milk** (but not condensed milk), **fermented milk** or **yoghurt**, and expressed **breast milk** (heat-treated if the mother is HIV-positive).

Examples of introductory foods include:

- soft maize meal porridge
- fortified rice cereal
- sweet potatoes or potatoes
- butternut and other mashed or strained vegetables
- chicken livers or fine, soft meat or chicken
- mashed fruit, e.g. bananas or paw-paw

Thereafter a variety of foods is recommended.



Gradually increase the variety of foods from 9 months

These foods can include; oats, mabella, fortified mixed cereals, pasta, rice, bread, yoghurt, cheese, amasi, fish, pilchards, any other soft cooked meat, eggs, peanut butter and a variety of vegetables and fruit.

Gradually increase the consistency and variety of foods as the infant gets older, adapting to the infant's requirements and abilities. Infants can eat pureed, mashed and semi-solid foods beginning at six months. By eight months, most infants can also eat 'finger foods' (snacks that can be eaten by children themselves).



Eating with the family from 12 months

By 12 months, most children can eat the same types of food as the **rest of the family**. However, keep in mind the need for foods rich in **nutrients**.

Feed a **variety of foods** to ensure that nutrient needs are met:

- **Meat, poultry, fish, eggs** and **milk** should be eaten daily, or as often as possible. These foods are rich sources of many key nutrients, e.g. iron and zinc, and milk products specifically are rich sources of calcium.
- **Fruit and vegetables** rich in **vitamin A** should be eaten daily. These are dark-coloured fruit and vegetables, e.g. butternut, sweet potato, beetroot, spinach, carrots, mango, apricots and melon (spanspek).
- Provide diets with adequate fat content, including some added fats, e.g. groundnuts and seeds, peanut butter, avocado, butter or vegetable oil.
- **Avoid** offering drinks with a low nutrient value, such as tea, coffee and sugary (soda) drinks.
- **Limit** the amount of **juice** offered so as to avoid replacing more nutrient-rich foods.
- Use **fortified** complementary foods such as **fortified cereal** or vitamin–mineral supplements for the infant, as needed.

Avoid foods that may cause choking such as nuts, grapes and raw carrots.

Increase the frequency of feeding with complementary foods as the baby gets older. The appropriate number of feedings depends on the energy density of the foods and the amounts consumed at each feeding.

For the average healthy breastfed infant, meals of complementary foods should be provided:

- **2–3 times** per day at **6–8 months** of age
- **3–4 times** per day at **9–11 month** of age
- **3–4 times** per day at **12–24 months** of age, with **additional nutritious snacks** (such as a piece of fruit or bread with peanut butter or yoghurt) offered **1–2 times** per day, as desired.

Snacks are defined as foods eaten between meals – usually foods that babies can handle themselves and that are convenient and easy to prepare.

When your child is sick, increase his or her fluid intake and breastfeed more frequently. Encourage the child to eat a variety of soft, appetising foods. After recovery, give food more often than usual and encourage the child to eat more.

It is important to teach children from a young age to enjoy their food. Meal times should be times of relaxed social interaction in a loving environment.

Healthy food and snacks for school-aged children

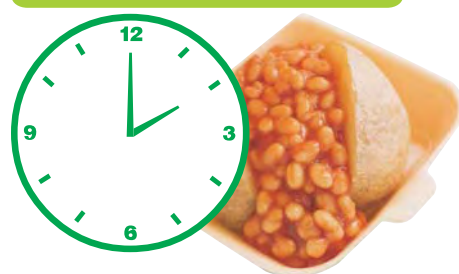


Have regular meals and include a variety of foods from 2–3 of the food groups with every meal or snack

10:00 Break time



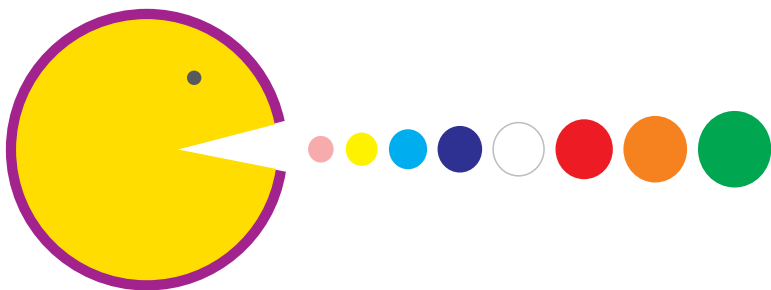
14:00 After school



16:00 After sport



18:30 Supper



Breakfast – an important start to the day





Healthy food and snacks for school-aged children



- Children like **familiar foods**.
- Parents and carers are role models. If the parent has a **healthy lifestyle**, children will follow the example.

Fortified maize and bread are good choices of starchy foods, especially for people whose diet has a minimal variety; these people will benefit from the extra **vitamins and minerals** added to fortified foods. Look out for this sign on bread and maize.

- Children need to start their day well by **eating breakfast** before going to school. Make time for breakfast – it is an important start to the day. A good breakfast will help your child to concentrate better in class and give their bodies some of the energy and goodness they need for the day.



Try to include a variety of foods by including foods from 2–3 of the food groups with every meal or snack.

- A child should eat at least **three meals a day** and, if possible, **one or two snacks** in between. Try to include a variety of foods by including foods from 2–3 of the food groups with every meal or snack.
- Try to provide a **variety of foods** to choose from.
- Examples of healthy breakfasts, lunch boxes, snacks and supper can be seen on the front page.
- You can give pure (100%) **fruit juice occasionally**, but it should not replace fresh fruit.

- **Vitamin A** is important for the school-going child to ensure healthy eyes and a good defence against illness. **Five servings** of vegetables and fruit and three servings of milk or other dairy will fulfil their vitamin A needs. **Full-cream milk, cheese, yoghurt**, liver, eggs, fortified maize meal and yellow vegetables and fruit (e.g. carrots, pumpkin, sweet potatoes, mangoes, melon, paw-paw, peaches and apricots) are rich in vitamin A.
- Iron and zinc are two minerals that may easily lack from the diet of children. **Meat, liver, eggs, dried beans and fortified cereals** are good sources of iron. Eating fruit high in vitamin C (e.g. oranges, kiwi fruit, grapefruit or guavas) along with iron-rich foods will improve iron absorption. Good sources of zinc are **beef, pork, liver, beans and legumes, nuts and whole grains**.
- Include foods that are high in zinc in your child's diet to ensure a healthy skin and immune system.
- **Calcium** is a mineral that is essential for the body. It is one of the key elements for building the skeleton and maintaining **bone mass** throughout life and is also important for **healthy teeth**. Almost all of the calcium in the body is contained in the bones. The small amount not kept in the bones helps to keep the blood healthy, maintains normal muscle and heart activity and controls blood pressure.

- Bread with **cheese, peanut butter**, egg, pilchards, tuna, fish paste, powdered biltong or avocado is a good choice for lunch box meals.
- Also try **nuts and peanuts**.
- Always include **clean, safe water**. Freeze a bottle of water overnight. This will keep lunch boxes cool till break time.
- During summer, frozen pieces of fruit are ideal snacks after sporting activities.



Other important points

- **Involve** your children at meal times. Let them grate carrots or cheese, peel potatoes or lay the table. This will encourage them to eat their food.
- **Avoid** watching television or doing other activities while eating.
- **Save** sweets, biscuits, crisps and takeaways for treats. Treats should not be part of the daily diet, but can be enjoyed up to three times per week.
- Teach your child to stick to **one plate of food**. Wait 20 minutes before allowing a second helping, and then rather dish up more vegetables, salad, fruit or offer some yoghurt or a **glass of milk**.
- Encourage your child to eat slowly and **chew properly**.
- Do not use food as a reward. Rather do an activity, play a game, go to the movies or give a gift (not food) as a reward.
- If your child is overweight, encourage one or two small changes to their diet or lifestyle at a time (e.g. being more active, drinking more water or not eating second portions and having meals in front of the television). This is a manageable approach to weight loss and will probably be more sustainable in the long run.



Tips for healthy snacks and lunch boxes

- **Dairy products** such as **yoghurt, maas (amasi), custard, low-fat milk or flavoured milk** and pieces of **cheese** are good snacks.
- **Fresh fruit** or vegetables, cut and ready to eat, dried fruit and occasionally pure (100%) juice are also popular options.

Healthy eating during the teenage years



Eat a variety of foods



Have 3 servings of dairy every day



Drink lots of clean, safe water



Be active

Putting it all together - it's all about balance

How do I maintain a healthy weight and look great?

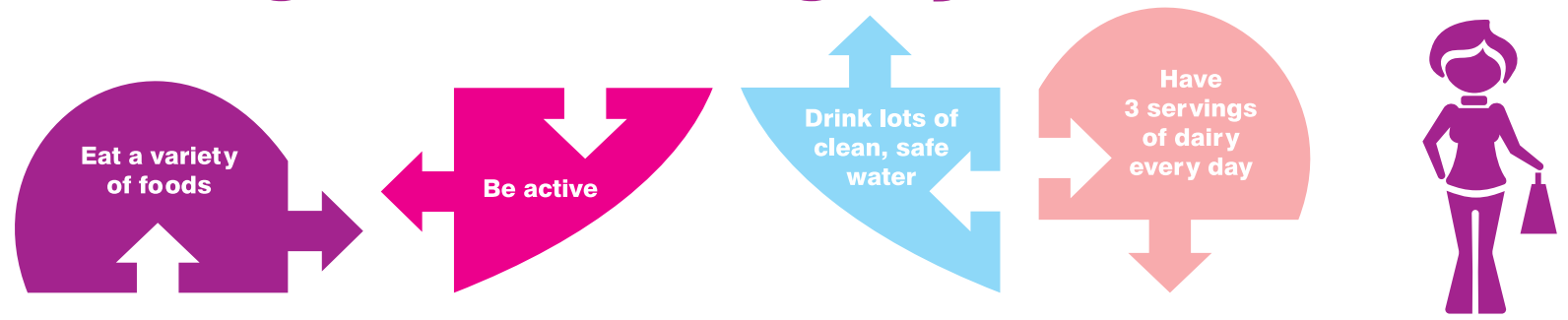


Calcium builds **strong bones**





Healthy eating during the teenage years



The teenage years are characterised by an increased demand for healthy food, with loads of nutrients to sustain the adolescent's fast growth. In girls, the growth spurt starts at the age of 10 or 11, reaches its peak at 12, and tends to end by the age of 15 years. In boys, the adolescent growth spurt only starts at 12 or 13, peaks at 14 and ends at about 19 years. The same guidelines for healthy eating apply to teenagers as for the rest of the family!

DOES IT REALLY MATTER WHAT I EAT?

Yes! Balanced meals and regular exercise will help you feel great, perform at your best and maintain a healthy weight.

• Eat regular meals and a variety of foods

Eating well does not have to mean eating flavourless foods. It's all about getting the balance right. Eating regularly and choosing foods from all the different groups will give your body the fuel and nutrients it needs. Be aware of the amount of high-fat and sugar-rich foods you eat, such as takeaways, cake, biscuits, vetkoek, chips and fizzy cool drinks. They give lots of energy, but few useful nutrients. It is okay to eat these foods occasionally as treats – just try to keep the balance in favour of foods from all the different food groups.

• Be active!

It is important to make time for exercise. Not all of us are great at sports. You do not have to join a gym or play for your school's first team, but try to do some sport at school, cycle to school, take the stairs instead of the lift or take the dog for a walk. You can even do some exercises in your room, e.g. dance to music on the radio instead of watching TV or find activities that the family can do together. The bottom line: be less of a couch potato and get more active!

• Drink plenty of clean, safe water

Drink water instead of fizzy drinks or fruit juice when you are thirsty. Your body needs eight glasses of water a day.

• Include three to four servings of dairy a day

The two most important nutrients lacking from teenagers' diets are calcium and iron. A fast-growing body needs a lot of calcium to deposit calcium stores in the skeleton as a reserve for adulthood and to prevent osteoporosis later in life. But calcium-rich foods such as milk and dairy products are often the first foods teenagers cut out of the diet in their drive to lose weight. To reach the recommendation of 1300 mg calcium per day you should have at least three or four servings of dairy every day. You can drink three cups of low-fat or fat-free milk each day or eat equivalent amounts of low-fat yoghurt, cheese or maas (amasi). (See the 3-A-DAY™ message at the back of this educational tool.) Low-fat dairy products will give you the necessary calcium but with less fat and a lower energy content. Dairy won't make you fat!

HOW DO I MAINTAIN A HEALTHY WEIGHT AND LOOK GREAT?

Some of the main reasons why people become overweight or obese are because they:

- eat large amounts of food or too big portions
- eat high-energy foods that are high in sugar, fat and salt
- do not eat a variety of food from the different food groups
- do not engage in regular physical activity.

You can easily maintain your weight and look great by limiting your portion sizes, eating a variety of foods and doing regular physical activity. Here are some tips.

- Eat a variety of foods at each meal, in other words include foods from two or preferably more food groups at each meal.
- Meals should not be high in sugar, fat or salt. Achieve this by not adding extra fat, sugar or salt to your food when cooking or by not buying pre-prepared or ready-to-eat meals.
- Serve the correct portions of food onto individual plates instead of putting serving dishes on the table. This way you will avoid being tempted by second or more helpings.
- Use smaller plates, bowls and serving utensils. Plates with a darker-coloured rim can also help you to eat smaller portions since you will tend to serve food only on the lighter-coloured portion of the plate.

- Use a smaller glass to limit the amount of drinks or beverages consumed at a time. Drink lots of clean, safe water.
- Keeping excess food out of reach may discourage unintentional overeating. If you don't buy it, you won't be tempted to eat it.
- Be aware that your body may only experience feeling 'full' some time after eating your meal. Therefore, eat slowly, chew properly and pay attention to your body's internal cues to avoid overeating. Do not eat in front of the TV as this may lead to being distracted and not paying attention to signals of becoming 'full'.
- Stick to regular meal and evenly spaced snack times and do not skip meals. This means having small meals (i.e. breakfast, lunch and supper) every day, with small healthy snacks in between if necessary. Vegetable sticks or fruit and low-fat or fat-free yoghurt or milk are good examples of healthy snacks. Don't eat too late at night or just before you go to bed.
- Take a lunch box and healthy snacks such as fruit and yoghurt to school to avoid buying meals and snacks that are high in sugar, fat and salt.
- Many restaurants serve more food than is appropriate for one person. Control the amount of food that ends up on your plate by sharing a meal with a friend or asking the waiter to put half the meal in a takeaway container. Alternatively, order a salad with a starter as your main meal.
- When ordering takeaway meals, order a small or regular portion size instead of a large portion and have salad or vegetable(s) to complete your meal instead of potato chips.
- Limit the intake of deep-fried foods and rather choose foods that are steamed, grilled or baked.
- Limit the intake of sugar-sweetened beverages (such as fizzy drinks and sweetened juices). Rather opt for unflavoured water, milk or maas.
- Choose healthier low-fat, low-salt snack options, e.g. air-popped corn.
- When eating or snacking in front of the TV, put a small amount in a bowl or container and leave the rest of the package in the kitchen.
- Snack foods that are bought in bulk or large packets should be portioned into individual-sized bags. Store large containers out of sight in a storage closet, cabinet or the garage.
- Keeping healthier foods within easy reach means you'll be more likely to eat more of these foods. Place fruit in a large bowl on the counter where everybody can reach them. Cut vegetables or salads can be served as the family arrives home from school or work.
- Use herbs, spices, and salt (sodium)-free seasoning blends in cooking and at the table instead of salt, canned soups, salad dressings, stock powders or cubes, and remove the salt shaker from the table.
- Taking part in sport helps to develop a healthy lifestyle. Between 45 and 60 minutes of exercise every day will help you not only keep fit but also maintain a healthy body weight. Exercising regularly during childhood also improves bone density, which helps to prevent osteoporosis later in life.

TEENAGE YEARS ARE IMPORTANT FOR BONE GROWTH AND DEVELOPMENT.

- Bone develops and grows from birth until early adulthood. During the adolescent years (when a child is between 8 and 18 years old), 50% of bone mass is built. Bone mass determines how strong bones are. Calcium is the mineral that 'feeds' your bones and makes them strong.
- It is important that you consume dairy products in sufficient amounts every day during this time in your life, so that there is enough calcium to make bones strong.
- Dairy products are a source of highly bioavailable calcium, which means that it is normally well absorbed by the body for maximum effect when building strong bones.
- Plenty of calcium, vitamin D, phosphorus and physical exercise are the ideal combination to help maximise bone mass during the bone development phases.

dairy™ 3-A-DAY

Calcium from dairy has three major advantages, namely:

- it is particularly **well absorbed**
- it is **bioavailable**
- most dairy products **contain calcium** in significant quantities



How to obtain 3 servings of dairy per day

<p>Maas (amasi) (200 ml)</p> 	<p>Milk (250 ml)</p> 	<p>Cheese (40 g)</p> 
<p>2 tubs of yoghurt (200 ml)</p> 	<p>1 bottle flavoured milk (250 ml)</p> 	<p>Cheese on bread (40 g)</p> 
<p>Drinking yoghurt (200 ml)</p> 	<p>5 cups of tea or coffee with milk (250 ml)</p> 	<p>Cottage cheese (275 g)</p> 
<p>Yoghurt (200 ml)</p> 	<p>Dairy custard (275 ml)</p> 	<p>2–3 portions of processed cheese (40 g)</p> 

An Initiative by the Consumer Education Project of Milk SA

For more information, visit us on www.rediscoverdairy.co.za

• info@dairy.co.za • (012) 991 4164



In addition, the interaction between **calcium** and the other components in milk confer specific health effects.

To enjoy the health benefits of dairy, **three servings of dairy** are recommended as part of a daily diet. A serving size of dairy is calculated to provide 300 mg of calcium per serving. Having **three servings of dairy per day** will give you at least 900 mg of the recommended daily amount of calcium.

About the project

Background

The Consumer Education Project (CEP) is an initiative by Milk South Africa that was established in response to comprehensive market research (2007) regarding consumers' perceptions towards and knowledge about the role of dairy in the diet. Results indicated that, despite the wide use of dairy products, many consumers have misconceptions and a lack of knowledge about the role of dairy in the diet. The project was subsequently set up to communicate health and nutritional messages regarding dairy products to both consumers and health professionals in South Africa.

The project aims to:

- educate consumers on the health and nutritional benefits of dairy
- address misconceptions about dairy among consumers
- positively change consumer behaviour with respect to dairy consumption.

Strategy

The project communicates expert knowledge from different disciplines to the identified target audiences through television, digital media and print. A combination of sound scientific information and a good understanding of consumer behaviour anchors the project. The project conveys messages that cannot be communicated adequately through conventional branded advertising.

The communication campaign consists of two main elements:

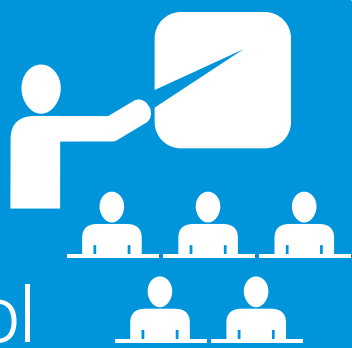
- general communication that delivers six key messages to consumers (LSM 6–10) through television, print and digital media
- specialised communication aimed at providing health professionals with the latest scientific information on dairy nutrition and health

The purpose of the educational tool

The CEP of Milk SA identified the need to extend the health and nutrition message to a larger spectrum of the population. To do this, CEP developed an educational tool in the form of a flipchart that can be used in provincial training hospitals and community clinics. The tool speaks to both the health professional (e.g. a dietitian) and the consumer, which means that the goal of reaching a general as well as a specialised audience is achieved.

This specific project aims to communicate the importance of dairy as part of a healthy, balanced diet. The theme 'Healthy eating for the whole family' was chosen to communicate the diversity of dairy throughout the life cycle, with the food-based dietary guidelines as basis.

How to use the educational tool



The flipchart can be used either in a clinic situation to communicate with a client on a one-to-one basis or as an aid during presentations to small groups of people with similar interests, for example a group of pre- or postnatal mothers. Each message is developed over two pages. The page facing the client carries a simple message with clear graphics or pictures to illustrate the particular topic. A detailed guide with supporting information appears on the flip side (facing the educator). A small replica of the page facing the client is shown at the top left-hand corner to ensure the educator is familiar with the message facing the client. The script for the educator's message is presented in simple but scientifically sound language. The educator can adapt the message according to the needs and level of education of the specific audience. The educator can decide to use all or only selected messages from the complete presentation.

When to use the educational tool

The tool can be used as an effective resource during consultation with or presentations to:

- visitors to the pre- and postnatal clinic
- mothers of patients in the paediatric wards
- clients such as pregnant women, new mothers or carers of extended families who visit the clinic
- mothers of teenagers visiting the clinic
- overweight teenagers visiting the clinic
- any adult or child who forms part of a family visiting the clinic
- clients who enquire about basic nutrition education
- the general public during specific health awareness events of the Department of Health, e.g. National Nutrition Week, National Osteoporosis Week, International Food Day, National Breastfeeding Day, etc.



Everyone in the family needs to eat a variety of foods every day



MILK, MAAS OR YOGHURT
1 cup (200ml) low-fat milk or maas or yoghurt (100ml)

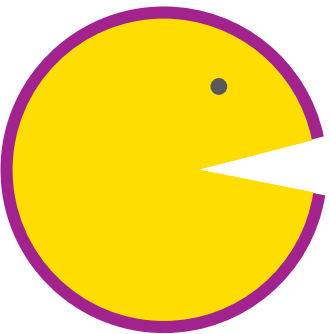
WATER
6-8 glasses a day

STARCH
½ cup of cooked pap or rice or pasta or 1 slice of bread



FISH, CHICKEN, MEAT OR EGGS
1 chicken thigh, or 1 large piece of fish

VEGETABLES AND FRUIT
At least ½ cup of 2 types of vegetables



- Vegetables and Fruit ●
- Starchy Foods ●
- Fish, Chicken, Lean Meat or Eggs ●
- Dry Beans, Split Peas, Lentils and Soya
- Milk, Maas or Yoghurt ●
- Water ●
- Fats ●
- Salt and Sugar ●





Everyone in the family needs to eat a variety of foods every day

The enjoyment of food is one of life's pleasures. Eating is about more than satisfying hunger; it is also a part of family life, social events and celebrations. A variety of food makes meals more interesting and helps to ensure that an eating plan supplies all the necessary nutrients. Mixed meals are usually eaten three times a day (breakfast, lunch and dinner). Eating regular mixed meals, of a similar size, is key to having a healthy eating plan. Food is a source of building blocks or nutrients needed for life and health. Healthy food choices help to keep the body healthy. It improves the ability to do everyday tasks, strengthens mental ability and establishes an overall sense of well being. A healthy eating plan provides the body with energy to function and helps prevent illnesses.

To eat healthy people need to:

- eat a variety of foods
- from each of the food groups
- in the correct amounts
- according to their needs.

Foods are grouped together based on the way they are typically used by consumers as well as the nutrients they contain. The grouping system is simplified to highlight the key nutrient typically supplied by the foods in that group.



Use the food groups like this:

Eat plenty of vegetables and fruit every day

Vegetables come from many different parts of plants, including the leaves, roots, tubers, flowers, stems, seeds and shoots. Fruit forms from the flower on the plant and contains the seeds of the plant. Vegetables and fruit are rich sources of vitamins and minerals, which help to keep your body healthy. Vegetables and fruit also add fibre to the diet, which is essential for healthy bowel movement. You need lots of vegetables and fruit every day to stay healthy.

- Eat vegetables as part of at least one or two mixed meals a day.
- Vegetables should be eaten every day, and not only on weekends.
- Fruit can be eaten with meals or as a snack between meals.
- Everyone should have one vegetable or fruit that provides beta-carotene per day. Beta-carotene is the precursor of vitamin A, which is important for good eyesight and healthy skin and mucous membranes. **Examples of such vegetables and fruit are carrots, pumpkins, butternut, spinach, mangoes, pawpaws, yellow peaches and nectarines.**
- Prepare vegetables and fruit with little (if any) added fat, sugar or salt.
- Vegetable and fruit juices are not recommended as a regular replacement for fresh vegetables and fruit. They do not have much fibre and have a high sugar content.

Make starchy food part of most meals

- Starchy foods are products such as:
 - breakfast cereals
 - grains, e.g. rice, oats, maize and sorghum
 - bread and pasta
 - some root vegetables, e.g. potatoes and sweet potatoes.
- Starchy food is the main source of dietary energy and can also contribute plant protein in the diet. These foods give you energy to work and play.
- Starchy foods cost less than many other foods.
- When used as part of most meals they help to make you feel full, without costing too much.
- Give preference to wholegrain or wholewheat products as they are healthier and contain more fibre, B vitamins and minerals. Examples are wholegrain breakfast cereal, mealies on the cob or cut corn, popcorn, rolled oats, barley, brown rice, cracked wheat and sorghum.
- Starchy foods should be eaten together with foods from other groups.
- Use very little fat, sugar or salt when preparing starchy foods.

Fish, chicken, lean meat or eggs could be eaten daily

The foods in this group come from animals. They provide proteins, which are important to build and repair your body. Proteins help you grow and make you strong.

- Protein refers to meat such as chicken, fish, beef, mutton, pork, offal, liver, ham, sausages, sardines, tuna, and chicken feet and heads.
- Meat alternatives refer to foods that can replace meat on your plate, e.g. cheese, eggs or peanut butter.
- All protein foods are rich sources of nutrients such as iron, zinc, niacin (a B vitamin) and vitamin B12.
- The body absorbs iron more easily from animal foods than from plant foods.
- Fish with fatty flesh (e.g. pilchards, mackerel and salmon) provide omega-3 fatty acids, which are found in only a few food sources. These foods are good protein choices.

The whole family should enjoy mealtimes at the table. It should be a time of relaxation and quality time together. Enjoy a variety of foods and try to include foods from all the food groups with every meal.

Eat dry beans, split peas, lentils and soya regularly

- Dry beans, peas, lentils and soya beans are the seeds of plants. Soya beans and products made from soya are classified as oily seeds. **Beans, peas and lentils are generally classified as pulses.**
- These foods are rich and economical sources of good-quality plant protein, carbohydrates, minerals, vitamins and soluble and insoluble dietary fibre.
- Adding dry beans, split peas, lentils and soya to the diet increases the nutrient content of any meal.

Have milk, maas or yoghurt every day

- There are a wide variety of full-cream, low-fat and fat-free dairy products available.
- Milk can be bought fresh or as a long-life or dried product and is available in many packaging forms.
- Milk, maas and yoghurt are recognised as being the main food sources of the mineral calcium. They also supply protein, riboflavin (a B vitamin), vitamin B12 and the mineral potassium.
- These nutrients are needed for good health, growth, healthy bones and teeth, and protection against illness.
- Dairy is a good – and often cheaper – alternative to meat.
- Combining milk, maas or yoghurt with a starchy meal such as maize meal porridge or bread makes for a complete meal that supplies all the essential amino acids (the building blocks of all cells in the body) a person needs.

Water

- Water is essential for life.
- Water is the most abundant and the most important nutrient in the body.
- Children and adults need 6–8 glasses of liquid a day – most of that should be from water and drinks made with tap water.
- Drink clean, safe water every day.

Use fat sparingly; choose vegetable oils rather than hard fats

- The body needs some fats and oils.
- Fats and oils are found naturally in some plant foods (e.g. peanut butter and avocado) or animal-derived foods (such as meat and chicken).
- They can also be added to foods and meals. Examples include spreading tub margarine thinly on bread or using vegetable oil during cooking.
- Fried foods are always high in fat, so deep frying foods has to be limited.
- Saturated fat is found in foods from animals and some processed foods (e.g. biscuits, pies and chips). Only small servings of these foods should be eaten.
- Butter and cream are considered as dairy, but are grouped under fats because they contain mainly energy from fat and should be used sparingly.

Use salt and sugar sparingly

- We need only a small amount of salt from our food to maintain health.
- Sugar gives energy but contains no nutrients. We refer to sugary foods as empty-energy foods.
- A small amount of sugar can be added to foods and drinks such as soft porridge or tea to improve the taste, but should be limited.
- Sugar or foods containing sugar, such as fizzy drinks, sweets and fruit juices, should be used sparingly and occasionally.

Meal planning and making portion control a daily way of life



1 typical day		STARCH	VEGETABLES & FRUIT	FISH, CHICKEN LEAN MEAT OR EGGS	DRY BEANS, SPLIT PEAS, LENTILS AND SOYA	3 PORTIONS OF DAIRY LOW-FAT MILK, MAAS OR YOGHURT	WATER	FATS
<i>Female</i> 	Breakfast							
	Snack							
	Lunch							
	Snack							
	Dinner							
<i>Male</i> 	Breakfast							
	Snack							
	Lunch							
	Snack							
	Dinner							

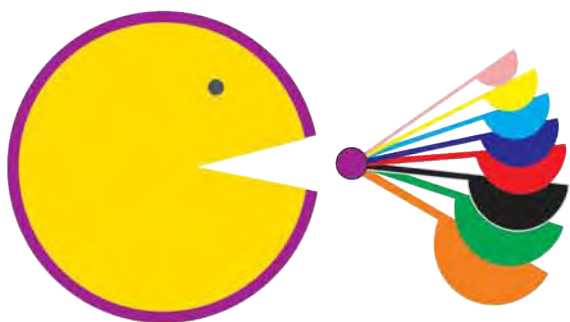
STARCH = =

VEGETABLES & FRUIT = =

FISH, CHICKEN, LEAN MEAT OR EGGS = =

DRY BEANS, SPLIT PEAS, LENTILS AND SOY = =

FATS = =



Guidelines for volume or portion sizes:

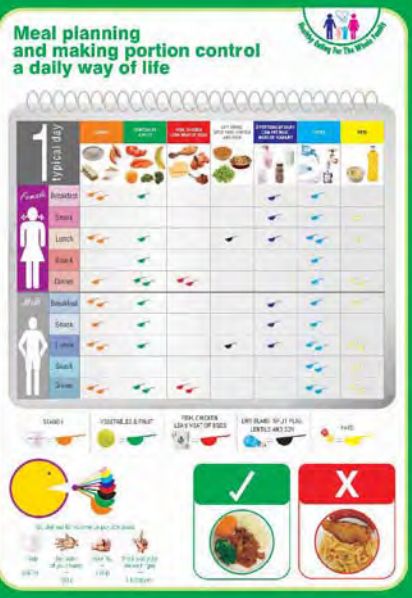
= 250 ml

= 100 g

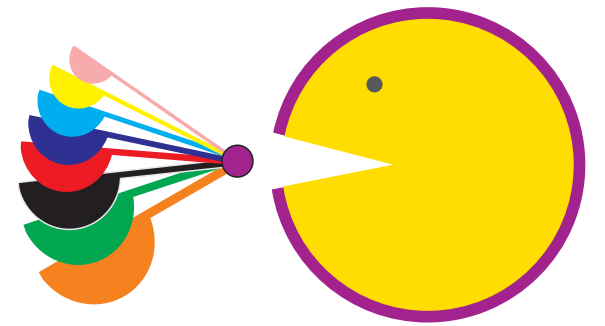
= 1 cup

= 1 teaspoon





Meal planning and making portion control a daily way of life



Everyone in the family has different needs. How much food you need depends on your:

- **age**
- **height**
- **current body weight**
- **activity level.**

The size of your fist or the palm of your hand and your fingertip can be a good indication of how big a serving should be. For example, Dad's servings will be bigger than those for Little Sis because his hands are bigger.

To design a healthy eating plan, the food eaten should come **from all the food groups** to compile good mixed meals. Snacks and in-between meals can be made up of one or two food groups.

Children need to eat 3–6 times a day to take in all the food they need. People with high energy needs, such as very active men and teenage boys, may need snacks between meals to achieve their food needs.

The whole family should **eat breakfast** before they go to school or work in the morning. A cup of tea is not enough. A mixed meal is especially important for children who have to walk a long way to school. Both children and adults should take some food from home, packed in a lunch box, to eat at school or work. It need not be expensive food. Remember to **take a bottle of water** if there is no drinking water available at school or work.

When children get home from school, they may need to eat again. Hungry children will not be able to study well in the afternoon. In hot weather, everyone should have plenty of clean drinking water, especially after having played sport or games. The evening meal can be enjoyed together at the table and must be eaten well before small children get sleepy.

Guidelines for volume or portion sizes:

1 cup = 250 ml;
the palm of your hand = 100 g,
your fist = 1 cup
the tip of your index finger = 1 teaspoon

Steps to plan good, mixed meals

- Identify the meals and snacks that will be eaten during the day and remember to include times to have something to drink.
- Remember that starchy food should be part of most meals. Therefore, start the day with a starchy food. Starchy foods may also be part of some snacks. Other foods should be eaten together with the starchy food.
- Other foods that can be eaten with the starchy food include some or all of the following:
 - dry beans, split peas, lentils and soya
 - oil or foods that contain plant oil (e.g. avocado or peanut butter)
 - milk, maas or yoghurt
 - fish, chicken, lean meat or eggs.
- Include plenty of vegetables and fruit during the day's meals. Eat one or two vegetables or fruits that contain beta-carotene each day. When available, use a variety of vegetables and fruit.

The guide (in front) is an example of a meal plan for a healthy adult doing normal work or exercise.

Aim for:

- Three servings from the dairy group – have milk or maas with breakfast, yogurt as a snack, and a cup of milk spread across the day's tea and coffee.
- Five servings from the vegetable and fruit group – have a fruit as a morning and again an afternoon snack, add tomato on a sandwich at lunch and add two servings of vegetables or salad to your evening meal.
- Five to eight servings of starch a day – eat porridge or cereal in the morning, have bread in the afternoon and include brown rice or samp and beans in your evening meal.
- Two to three servings from the meat and meat alternative group a day – try to have cheese on a sandwich at lunch and a small serving of meat, chicken, fish or liver with your main meal in the evening.
- Beans and pulses once or twice a week – eat baked beans as a salad or add dried beans to stew or samp.
- Three to five fingertip-sized portions from the fat group every day – peanut butter or avocado is a healthy choice.

Everyone in the family can enjoy a variety of food every day.

Use this meal planning guide to know how much is needed. It's the way to a healthy diet!

Healthy eating during pregnancy



Have regular meals from all the food groups

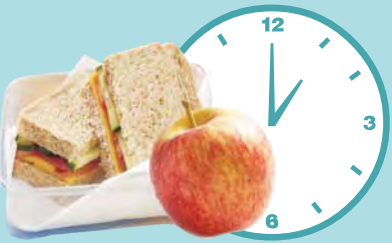
07:00 Breakfast



10:00 Snack



13:00 Lunch



15:00 Snack



18:00 Supper



21:00 Evening snack



Examples of foods that are sources of:

Calcium



Folic acid



Iron



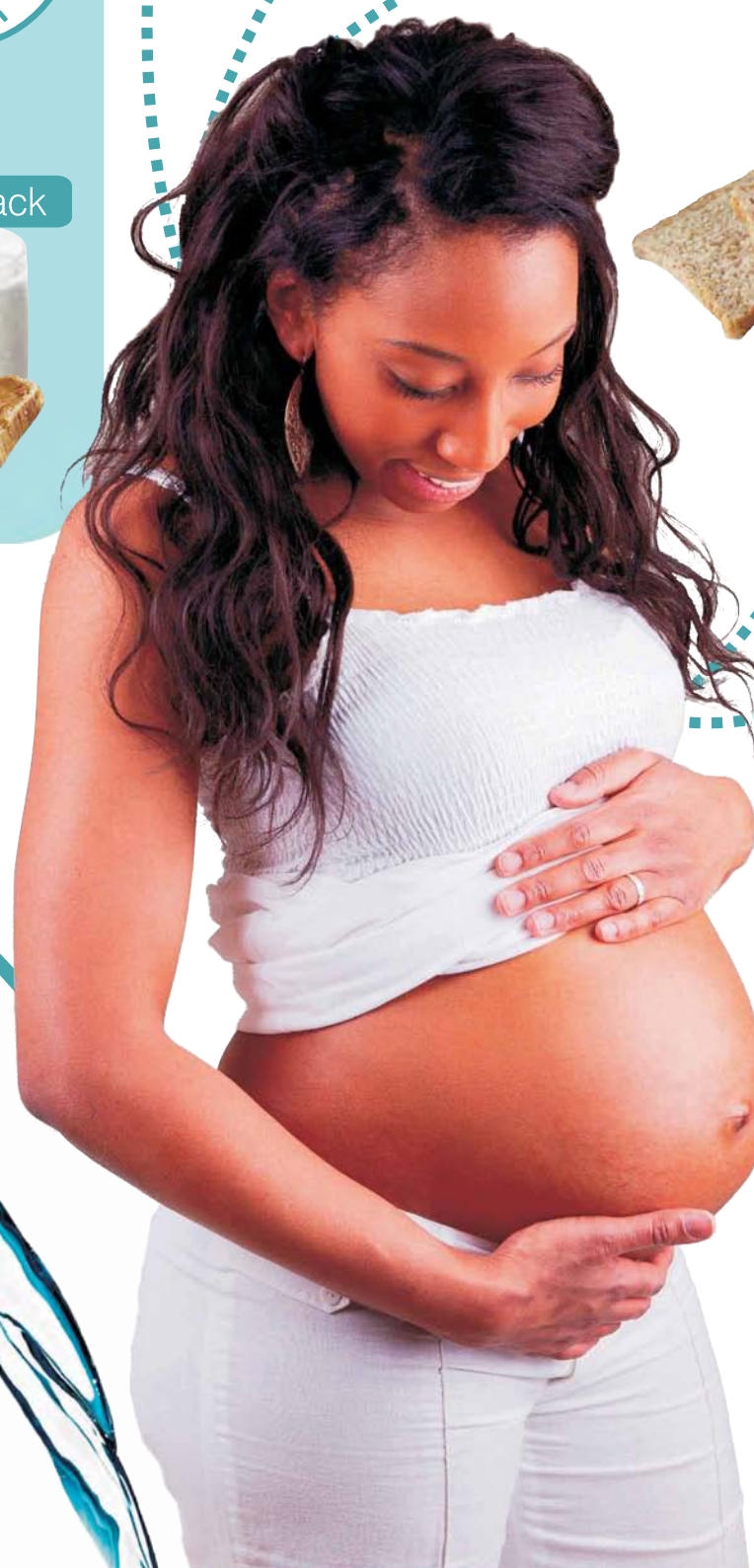
Fibre

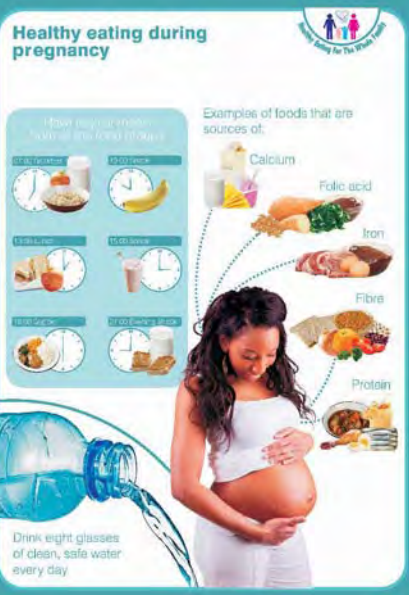


Protein



Drink eight glasses of clean, safe water every day





Healthy eating during pregnancy



Make sure to get enough of the following nutrients:

A pregnant woman's diet before and during her pregnancy affects the outcome of her pregnancy, and ultimately the health of her baby.

CALCIUM: Four servings of dairy a day are recommended to help you achieve your goal of consuming 1200 mg calcium a day. Calcium is a mineral that is essential for the body. It is one of the key elements for building the skeleton and maintaining bone mass throughout life. Taking in enough calcium is important for forming your baby's bones and teeth, as well as maintaining your own bone health. Almost all the calcium in your body is contained in the bones. The small amount of calcium not stored in your bones helps to keep your blood healthy, maintains normal muscle and heart activity, and controls your blood pressure.

Examples of foods high in calcium are milk, cheese, yoghurt, maas, sardines, broccoli, almonds. You do not have to have all the different foods to obtain all the necessary calcium. If you cannot have a variety, have sufficient portions of at least one product. 3-A-DAY™ dairy provides you with almost all the calcium you need.

There is no need to eat for two. But, healthy, sensible eating and planning are necessary to give your body and the growing baby everything needed for a healthy outcome. The expecting mom has to eat healthy, balanced meals, just as before.



Eat regular meals that include foods from all the different food groups.

Examples of well-planned meals and snacks are:

Breakfast (07:00): A bowl of oats together with a glass of milk and an apple. (A cost-effective alternative: soft porridge or putu pap with amasi and a banana).

Mid-morning snack (10:00): Banana

Lunch (13:00): Cheese sandwich with tomato and cucumber slices and an apple. (A cost-effective alternative: brown bread with peanut butter).

Mid-afternoon snack (15:00): Medium tub (175 ml) of yoghurt. (A cost-effective alternative: a cup (250 ml) of maas or milk).

Supper (18:00): Chicken with rice or samp, spinach and butternut. (A cost-effective alternative: chicken feet/giblets or pilchards, stiff maize meal porridge and pumpkin or cabbage).

Evening snack (21:00): A slice of bread with peanut butter and a cup of milk.



Drink eight glasses of clean, safe water every day.

- Drinking enough clean, safe water is now even more important than before. During pregnancy you may struggle with constipation and drinking enough water may help to relieve this problem. You should aim to drink at least eight glasses of pure water a day during your pregnancy. You can also choose to have your water in bottles rather. Sip on it throughout the day so that you won't have to drink a large amount at once.

- Limit tea and coffee to three or four cups a day. Too much caffeine may have a negative effect on the development of your baby.

FOLIC ACID: Folic acid is needed to ensure healthy development of the foetus. Fresh green leafy vegetables such as spinach, peanuts, liver and chicken liver or giblets, egg yolk, wholegrain products, potatoes and sweet potatoes, and cereals contain folic acid.

IRON: Iron is a mineral that ensures healthy red blood cells. During pregnancy, your body needs ample amounts of iron to keep red blood cells healthy, because they transport oxygen in your body. Liver (also chicken liver), eggs, red meat and iron-fortified foods such as breakfast cereals contain lots of iron. Having vegetables or fruit high in vitamin C, for example oranges, tomatoes, guavas, kiwi fruit or broccoli, together with iron-rich foods will improve the absorption of iron. Pregnant women usually have to take an iron supplement to supply their bodies with sufficient amounts of iron during pregnancy.

FIBRE: Constipation can be a problem during pregnancy, but eating foods rich in fibre can help to prevent it. Choose whole grains such as wholewheat bread, high-fibre cereals, oats, dried beans or baked beans, vegetables and fruit several times during a day to ensure that you get enough fibre. High-fibre cereals may help you to achieve your goal of fibre intake. Read the food labels on cereal boxes to find a cereal with at least 5 g of fibre per serving. Water and fibre together help to keep your intestines moving.

PROTEIN: Protein is critical for proper brain development and growth. Sardines and pilchards are not only a good source of protein, but also provide omega-3 fatty acids, which are very important for brain development and serve as an anti-oxidant for improved immunity. You need to eat protein-rich foods two to three times per day during pregnancy. Dairy can help you to fulfil your protein needs and is also an excellent source of calcium.

Healthy nutrition for your baby



Introducing solids from



one spoon at a time

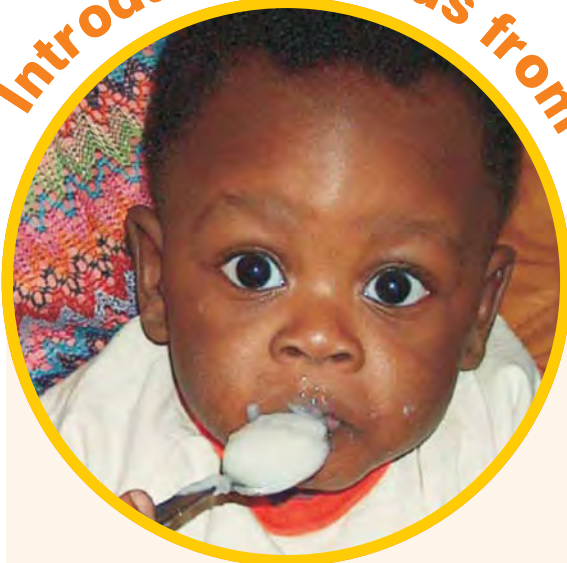
6 months



gradually increase

9 months

a variety of foods



Rice cereal

1

or soft maize meal porridge



Sweet potato

2



Vegetables

3



Fruit

4



Meat

5



2-3 meals + 2 cups of milk per day



Exclusive breastfeeding from birth to 6 months

Breast is best

Breakfast



3-4 meals + 2 cups of milk per day

eating with the family

12 months

Breakfast



3-4 meals, 2 snacks + 2 cups of milk per day

