



Press release: Consumer Education Project of Milk SA

16th World Milk Day: 1 June 2016

World Milk Day is celebrated on 1 June 2016. This is an initiative by the Food and Agriculture Organization (FAO) of the United Nations, recognising dairy as an essential every day food.

Although the calcium in dairy is well-known for its role in bone growth and development, the unique combination of nutrients in milk, maas and yoghurt, namely high-quality protein, combined with vitamin A, riboflavin, zinc, vitamin B12, and bioavailable calcium, not only promote healthy growth and development in children and adolescents, but also reduce obesity and its associated risks with non-communicable diseases.

Without the inclusion of dairy products, it is difficult to achieve the daily recommended intakes of calcium. Three servings of dairy are recommended in order to meet daily calcium needs for most people, and to benefit from the nutrients in dairy.

Find out all you need to know about the health and nutritional benefits of dairy by visiting www.rediscoverdairy.co.za. Teens can visit www.dairygivesyougo.co.za

This online portal, brought to you by the Consumer Education Project of Milk SA, features up-to-date and scientifically sound information on the health and nutritional value of all dairy products.

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Add milk or amasi (maas) to your pap, cooked porridge or cereal.



Caption: Adding dairy to your diet improves the overall nutritional profile.