

Milk matters!



Milk is for everybody, whether young or old.

Because dairy has specific benefits in all the different life stages, health authorities throughout the world recommend

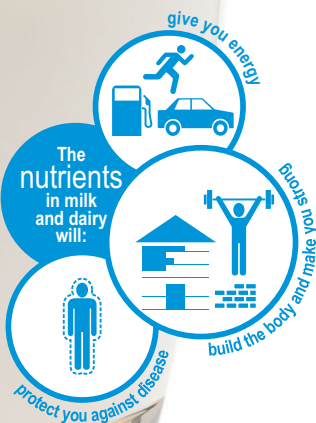
three servings of dairy a day.

The South African food-based dietary guidelines recommend that you should have milk, maas or yoghurt every day.

Milk contains many nutrients needed for a healthy body. Some of these are **calcium**, **potassium** and **vitamin A**, which are three out of the four nutrients lacking in the diet of many South Africans.

One glass of full-cream milk (250 ml) will give you:

- 46% of your daily needed **vitamin B₁₂**
- 36% of your daily needed **vitamin B₂**
- 32% of your daily needed **phosphorus**
- 30% of your daily needed **calcium**
- 20% of your daily needed **potassium**
- 16% of your daily needed **protein**
- 14% of your daily needed **vitamin A**
- 12% of your daily needed **zinc**
- 9% of your daily needed **magnesium**



Fresh pasteurised milk, long-life milk and milk powder are all equally nutritious and will give you the same benefits. Because vitamin A is fat soluble, milk with a lower fat content has less vitamin A.

Full-cream milk is therefore a good choice for children, the elderly and people with impaired immunity, while lower-fat choices such as low-fat and fat-free milk are advised for people wanting to lose weight, those with diabetes and people at risk of heart disease.

dairy™
3-A-DAY EVERY DAY

Make milk part of your healthy food choices every day. It tastes good and is essential for keeping your body healthy.

An initiative by the Consumer Education Project of Milk SA
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