

The time has come for well-informed women to use dairy products. The nutrients in dairy help to maintain optimum health and weight, support busy lifestyles and ensure long-term bone health by reducing the risk of osteoporosis. Active women will also be delighted to discover the benefits and advantages of using low-fat milk as a sports drink.

Informed women are rediscovering milk and other dairy products and realise that the nutrients found in these foods are their passports to vitality and health, not only in the distant future to ward off osteoporosis,¹ but right now when 40 is the new 30. Women's specific needs can only benefit from the nine important nutrients found in dairy, such as protein, calcium and vitamins.

Add value to your lifestyle with dairy

Dairy for life

Dairy is not only beneficial for you, but for the whole family too. Visit www.rediscoverdairy.co.za to find more information on the role dairy for the young and old. Consuming three dairy products every day improves the nutritional quality of the diet, whether you are active, weight-conscious or just enjoying life.

REFERENCES

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New Dietary Guideline

One of the most dramatic illustrations of the growing realisation that milk and dairy products are vital foods, is the fact that the new South African Food-Based Dietary Guidelines of the Department of Health, which were launched late last year, for the first time include a guideline dedicated to dairy, namely: "Have milk, maas or yoghurt every day."⁶

Sports Beverage

Milk-based drinks contain high quality proteins, healthy fats, amino acids, B vitamins and calcium, as well as the electrolytes potassium and sodium, and carbohydrates in the form of lactose. This makes milk more nutrient dense than traditional sports drinks. Low-fat milk in particular, has been called "a safe and effective post exercise beverage for most individuals".⁴ The results obtained with milk (both plain and flavoured), also indicate that modern sportswomen can use milk as an effective sports beverage that not only provides effective rehydration, but also promotes good muscle recovery thanks to the unique combination of carbohydrates and proteins found in milk.⁴ Flavoured milk makes an excellent sports drink that does not lead to weight gain. An American study showed: female subjects between the ages of 12-18 years who drank flavoured milk drinks, on average ingested double the amount of calcium compared to non-milk drinkers (992 mg/day vs. 576 mg/day), but the BMIs (Body Mass Index) of the milk drinkers (plain and flavoured) did not differ or were lower than those of non-drinkers.⁵

Weight Control

Contrary to popular opinion, researchers have also found that the calcium found in low-fat or fat-free milk, yoghurt, maas and cottage cheese can actually contribute to weightloss, instead of contributing to weight gain. Young women on kilojoule-restricted diets with increased calcium and vitamin D intakes, from dairy, who participated in a 12 week study, lost more fat mass overall and more abdominal fat. They also improved their BMI values, and lowered their waist circumference measurements, more significantly than control subjects who used the kJ-restricted diet on its own.²

Researchers have recognised that diets rich in calcium are linked to improved body composition and a lower incidence of type 2 diabetes. Obese adults using a high-dairy (1400 mg calcium/day) energy-reduced diet, reported greater satiety (feeling fuller) and had a lower fat intake than the group with a low dairy (700 mg calcium/day) intake over a three month period.³ Benefit from dairy's nutrients by consuming three servings every day.

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An Initiative by the Consumer Education Project of Milk SA