



An initiative by the
Consumer Education Project of Milk SA

MEDIA RELEASE

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World Milk Day reminds us why milk is great for busy moms and families

Dairy has your back

Dairy gives you everything you need to cope with a busy and demanding lifestyle. From giving you enough energy to get through the day to getting a good night's rest, the nutrients in milk help to keep your body strong and healthy.

To achieve good health and wellness, your body needs adequate energy levels, a healthy gut and a strong immune system. **But how can dairy help?**

Milk is increasingly recognised as a whole food that is a source of nutrients such as protein, fat and naturally occurring sugars, and micronutrients such as vitamins and minerals that support your immune system. Dairy is a nutritious food that is tasty and convenient to use, any time of the day. Including milk, maas, yoghurt or cheese in your diet will help to ensure that your body gets what it needs.

Energy to get you through the day

Dairy foods are convenient, 'all-in-one' products that are easy and quick to consume. They deliver a package of naturally occurring nutrients that are easily absorbed by the body while also providing energy. Vitamin B12 helps with energy metabolism and also keeps you mentally alert throughout the day.

The protein in dairy is complete, which means it provides all the essential amino acids needed to build body tissues. Essential amino acids cannot be made by the body itself, and needs to be taken in from protein-rich foods. Protein such as what is found in milk also makes you feel fuller for longer, and so prevents you from snacking unnecessarily. For athletes or recreational sports enthusiasts, milk including flavoured milk, offers a good rehydration option after a workout, while also helping with muscle recovery and repair.

Gut health for overall wellbeing

A healthy gut microbiome – your intestinal community of microorganisms – supports overall health and wellbeing. Fermented dairy foods such as yoghurt, maas and kefir provide probiotics, which are active bacterial cultures that benefit the gut microbiome and, consequently, general health. Including yoghurt, maas or kefir in your diet helps to promote the diversity of the gut microbiota when eaten in adequate amounts daily.

A strong immune system supports a productive and active lifestyle

We are all concerned about keeping healthy and warding off infections and illnesses that may impact on our wellbeing. Eating a balanced diet that includes foods from all the different food groups will help build a strong immune system, so that you can lead a productive and active lifestyle. Protein, vitamin A and zinc as found in milk are especially beneficial in keeping your immune system strong, and probiotics found in fermented dairy products give extra support.

A good night's sleep

A glass of warm milk at night will help you sleep more peacefully. Elevated stress levels often interfere with our ability to get a good night's rest. Milk contains the amino acid tryptophan. The body uses tryptophan to produce the 'feel-good' hormone serotonin, which aids relaxation.

Dairy is affordable all-round nutrition

Milk and dairy are packed with many essential nutrients, and are definite nutritional value for money. By just adding milk, maas or yoghurt to a meal, you can make healthy food choices and give your body much-needed nutrients to stay strong and healthy.

Celebrate World Milk Day

Milk and dairy are worth celebrating indeed! Join in on 1 June this year and be part of World Milk Day.

For more dairy ideas join the Rediscover Dairy Facebook page: www.facebook.com/RediscoverDAIRY

ENDS

Dairy is for everyone. How can it help you?



**Dairy is tasty
and convenient**