



A message from our British Dairy farmers



Did you know...

Cutting out dairy can be a significant risk to health

Calcium

We should all be eating around 800mg of calcium every day, with children and teens needing more. Replacing real milk with nut, rice and soya drinks decreases calcium intake by up to 90 per cent.

Milk and hard cheese provide more calcium than any other food except tinned fish eaten with the bones.



fat

A diet with excessive amounts of fat can damage your health, but the latest studies reveal a surprising benefit to cheese and cream.

The effect of specific saturated fatty acids is more complicated than previously thought with those from dairy foods from having potential health benefits including protection



against heart disease and a positive effect on weight control. So, a little of what you fancy does you good!

Micronutrients

Dairy substitutes can be highly processed meaning that even the fortified ones lack micronutrients critical for good health.

Milk and other natural dairy products provide a wide range of essential micronutrients.

important for many body functions ranging from blood pressure to weight management. For pregnant women, the iodine content of cow's milk, unlike soya drinks, is vital for foetal brain development.

lactose

Lactose is the naturally occurring sugar in milk but a minority of UK adults can have problems digesting it.



People who do not have milk allergy but just lactose intolerance can still get the health benefits of dairy. Try experimenting with smaller quantities of lower lactose dairy such as cheese and yoghurt and/or eating dairy alongside other food.

protein B1
B2 calcium
potassium
potassium
phosphorus

Do you know yo

B12

A glass of milk is a source of protein, calcium, potassium, phosphorus, iodine, vitamin B2, B1 and B12.



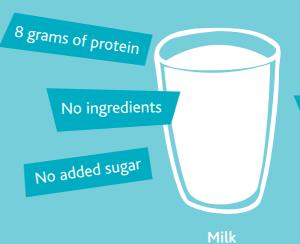
Replacing real milk with nut, rice and soya drinks decreases calcium intake by up to 90% For our body to get the same amount of calcium as that obtained from a glass of milk, we would have to eat

- 63 brussel sprouts,
- 11 servings of spinach,
- 4 servings of broccoli

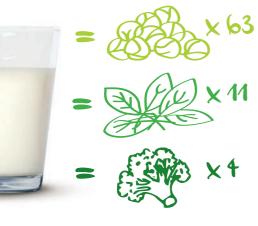
Real milk vs D

In children aged 7-10 years, a carton of milk provides:

- 42% of their recommended calcium intake
- 53% of their recommended jodine intake
- 47% of their recommended B12 intake



our milk facts?





years, milk contributes to:

21% of their recommended calcium intake

31% of their recommended iodine intake

airy alternatives



alternative drink



Calcium – we need around 800mg of calcium every day, with children and teens needing more



We all know about our '5 a day' but many countries, including Canada, France, the USA and Australia advise three portions of dairy too.

it's easy



Make your breakfast porridge more warming and satisfying by making it with milk instead of water or dairy milk alternatives

Stir a dollop of delicious, creamy Greek-style yoghurt into your bowl of soup at lunchtime



For a quick, long lasting energy boost, add a chunk of cheddar cheese to an apple for a calcium-rich snack which will keep you full for longer



Milk, the ideal post-exercise pick-me-up

Never mind artificially formulated exercise recovery drinks, the latest studies suggest the best ever all-round energy, rehydration and nutrient replenishment food after a workout... is milk!

Milk provides;

an immediate hydration boost

magnesium and potassium to maintain fluid balance

whey protein to build muscle



lactose for a gentle and natural energy replenishment to stave off that post-workout crash.

Exercise and calcium in the diet protect against osteoporosis for a healthy, active older age too.



Milk as part of a sustainable diet

Dairy farmers are working hard to provide food with nutrients needed for a healthy life which has a low impact on the environment and its resources including water, plants and animals.

What dairy farmers have achieved so far:

78% are implementing measures to use water more efficiently

> 29% have implemented some form of renewable energy

A recent report calculated that the dairy industry is responsible for less than 3% of greenhouse gas emissions around the world - to put that into context, transport accounts for about 25% in the UK.

73% actively plan optimal nutrient management, so that the nutrients put into the soil match requirements for optimal plant growth

> 78% are implementing strategies to reduce agricultural emissions



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