



International Dairy Federation

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## COMMUNICATING THE HEALTH BENEFITS OF CONSUMING MILK AND MILK PRODUCTS

Brussels, 10 August - This new IDF publication provides insights into the latest health research and nutrition knowledge, focusing on the positive health benefits of milk components.

Today, health benefits provided by foods have become a significant driver of what people choose to eat. Consumers' increasing interest in nutrition and health provides the dairy industry with an opportunity to leverage the benefits of dairy food consumption.

Milk has been demonstrated to reduce the risk of chronic diseases, such as osteoporosis, hypertension, kidney stones, colon cancer, obesity, etc. . Three to four servings a day at recommended levels and as a part of a balanced diet are enough to reduce chronic diseases risks, as demonstrated through years of research.

This accumulation of scientific evidence has led to more support for dairy foods in dietary recommendations. The value of dairy foods has been recognized and endorsed by various authorities, including governments and health professional organizations, both strongly recommending at least three daily servings of dairy foods.

"It is essential for the dairy sector worldwide to continue supporting good nutrition science, but we have to do a better job in delivering this message to the market place", said Christian Robert, IDF Director General. "Dairy can improve the quality of life for people, and we should make sure everyone is aware of it. "

Multiple examples emerging already from milk research into 'hidden' assets are also leading to strategies by which personalizing of diets could be achieved, and to take health and the prevention of disease as seriously as the diagnosis and curing of disease.

"The health benefits of milk and dairy products" Proceedings of the conference held at the IDF World Dairy Congress in Shanghai, China, October 2006, is the new Bulletin of IDF n°417/2007. It can be ordered in electronic form via the IDF website at <http://www.fil-idf.org>

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Note to editors:

"Founded in 1903, The International Dairy Federation represents the dairy sector worldwide by providing the best global source of scientific expertise and knowledge in support of the development and promotion of quality milk and dairy products to deliver consumers with nutrition, health and well-being."