



Scientific expertise for the dairy sector worldwide

### **IDF keen to make its renewed dairy nutrition website a global science-based source of reference**

Brussels, 12 July 2010 - IDF has launched a refreshed version of its Dairy Nutrition Website using latest web technologies to further knowledge of milk and milk products and their positive benefits on nutrition and health.

The user friendliness of the website has been improved with the possibility to sign up for a newsfeed (via RSS technology). In addition, the IDF Dairy Nutrition website is now also connected to 'social networking sites' such as Facebook, Twitter and many others. Another major feature is the optimized search function. All these new features will enhance the service to the visitors in the most customer friendly way.

The aim of the renewed dairy nutrition platform remains to provide science-based information on milk and milk products and their role in nutrition and health. "This refreshed website utilizes communication technologies to promote knowledge on dairy and its crucial role in nutrition. It facilitates the transfer of nutrition resources and offers visitors science-based information to support a healthy and well-balanced lifestyle. This platform will serve as an authoritative hub for health professionals, press, and the general public." commented Sandra Tuijtelaars, IDF Nutrition Officer. For each target audience, the site offers specific information on many different topics via fact sheets, frequently asked questions and information on dairy nutrition events around the world. The site also contains a glossary and a Dairy Nutrition Network which gives access to many key dairy nutrition organizations in a growing list of countries around the world.

The refreshed site will be a convenient reference source for current information and trends in dairy nutrition. For example, a major feature for health professionals is the comprehensive searchable database with latest peer-reviewed scientific references and abstracts related to dairy nutrition, categorized in 13 different sections varying from bone health to food labeling.

**Visit <http://www.idfdairynutrition.org> now and sign up for regular updates using RSS feed!**

-----END-----

#### **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.

Marylène Tucci, IDF Communication Officer  
Tel : +32 2 706 86 44  
E-mail : [mtucci@fil-idf.org](mailto:mtucci@fil-idf.org)