



IDF PRESS RELEASE

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DAIRY HIGHLIGHTED AS KEY FOOD FOR SPORTS NUTRITION

Milk and dairy foods provide a vital source of recovery promoting nutrients for athletes and the dairy industry must communicate this more effectively with sports professionals and consumers

Speaking at the International Dairy Federation (IDF) World Dairy Summit 2017, Dr Sharon Madigan, Head of Performance Nutrition at Sport Ireland Institute, told delegates that whilst every athlete requires different nutritional guidance, a good nutritional strategy before, during and after training can profoundly affect sports performance.

She said: *“Milk and dairy foods can actually kill three birds in one stone when it comes to athlete nutrition – it assists in refuelling energy stores, it promotes rehydration to get the fluid balance right, and also helps to repair lean muscle mass. Research has shown that water or commercially available sports drinks aren’t as effective as milk in promoting muscle recovery.*

“People are often afraid of calories but energy balance is key. We need to look at the whole food, as opposed to single nutrients, to properly understand its effect on our bodies. The protein and carbohydrates found in milk and dairy provides a good balance of micronutrients, vitamins, minerals and probiotics, all of which work together to provide an excellent nutrition source for athletes.

“Ultimately, a poor diet can make or break an elite athlete. Incorporating milk and dairy into a training diet is one way of cutting out the sticky plaster approach of supplements and help to build a strong base to confront nutrition from the bottom up.”

The session also included a panel discussion with Olympians Jonathan Bell, Irish field hockey player who competed at the 2016 Summer Olympics and Natalya Coyle, an Irish athlete who competed at the 2012 Summer Olympics and 2016 Summer Olympics.

Jonathan, added: *“Cost is often a factor that many athletes need to be mindful of. Milk and dairy foods are a cost effective and accessible food for athletes like me to incorporate into a successful nutrition regime.”*

Notes

Pictures attached. More pictures available on request.

Contacts

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The International Dairy Federation

The International Dairy Federation (IDF) is the leading source of scientific and technical expertise for all stakeholders of the dairy chain. IDF engages all stakeholders in productive activities and research projects to further current knowledge and science on a wide range of issues. Today, dairy is one of the most vibrant and strategic sectors, with a major impact on national economies, public health and the environment. Through its working bodies, events and work programme, IDF provides a common platform, systems and processes for the global dairy sector to come together to reach consensus. Given its consensus-building capacity, IDF represents the global voice of dairy towards stakeholders and intergovernmental organisations. For more information, please visit www.fil-idf.org. communications@fil-idf.org

IDF World Dairy Summit 2017

The IDF World Dairy Summit is the foremost international conference event for all dairy sector leaders and stakeholders. The conference, "Making a Difference with Dairy", is running from Monday 30th October to Thursday 2nd November at the Belfast Waterfront, an award-winning venue in the city centre. For more information on the individual conference programmes, technical tours and social events, please visit: <http://www.idfwds2017.com>.

International Dairy Federation

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