

MILK IT FOR ALL IT'S WORTH

protein



Think it... Drink it... Milk it

Your complete guide
to 'milking it'



Department of
**Agriculture,
Fisheries and Food**
An Roinn
**Talmhaíochta,
Iascaigh agus Bia**



THIS INFORMATION BOOKLET IS FUNDED BY THE
NATIONAL DAIRY COUNCIL AND SUPPORTED BY THE
EUROPEAN UNION UNDER **THE MILK IT FOR ALL IT'S
WORTH** PROGRAMME

**MILK IT
FOR ALL IT'S
WORTH**

No Bull

- Just the Facts

Dairy foods provide us with essential vitamins and minerals. For example, a portion of milk contains calcium, protein, riboflavin, vitamin B12, iodine, potassium and phosphorus. The Department of Health and Children recommends that adults and children consume three servings of dairy per day. In order to achieve increased calcium requirements during the teenage years, five portions of dairy each day are recommended. And these guidelines aren't there just for the good of their health - they're for the good of your health too! Read on to find out the importance of achieving your recommended servings during these crucial years and how you can 'Milk It For All It's Worth'!

• One serving of dairy equals 1/3 pint of milk, 1 carton of yogurt or 28g of cheddar-type cheese

• Legendary Egyptian beauty Cleopatra is said to have bathed in milk as part of her beauty routine!

Don't Be a Lazy Bones Revise your Bone Biology!

Bone health is something which many young people overlook and perhaps even consider it an issue for older people. But make no bones about it - many lifestyle choices made during the younger years can determine long-term consequences for bone health.

Bone is a living tissue which undergoes a natural process throughout life whereby old bone is broken down and replaced by new bone. Bone mass increases until peak bone mass is reached, with the majority being reached by the late teens. Bone mass then remains largely stable until about 45-50 years of age when the rate of bone resorption tends to exceed renewal, and hence bone loss occurs. And the take home message is? ... Bone mass in later life largely depends on peak bone mass achieved during growth i.e. childhood and the teenage years.

A healthy, balanced diet is required for the development and maintenance of a healthy skeleton.

For example, calcium, phosphorus, vitamin D and protein are needed for the normal growth and development of bone in children and contribute to the maintenance of bone. A portion of dairy (milk, cheese or yogurt) provides a source of protein, calcium and phosphorus. The main source of vitamin D is sunlight which is synthesised in the skin in the presence of UVB sunlight. Dietary sources of vitamin D are limited but include oily fish, eggs and fortified milks enriched with vitamin D.

• Babies are born with about 25g of calcium in their body, which increases to about 1200g during adulthood

the 'White Stuff' – the 'Good Stuff'

Below is a list of the many nutrients that a portion of milk provides, along with how your body can benefit from you 'milking it'! All those benefits from one source – **now that's moo-sic to my ears!**

Nutrient

Function*

Calcium

- Building and maintaining bones
- Aids digestion
- Muscle and nerve function
- Normal blood clotting
- Teeth maintenance

Protein

- Growth, development and maintenance of bones
- Growth/maintenance of muscle mass

Phosphorus

- Development and maintenance of bones
- Releasing energy from food
- Cell membrane function

Potassium

- Muscle function
- Neurological function

Iodine

- General growth
- Releasing energy from food
- Skin health

B12

- Aids immune system
- Blood - helps to make red blood cells
- Releasing energy from food

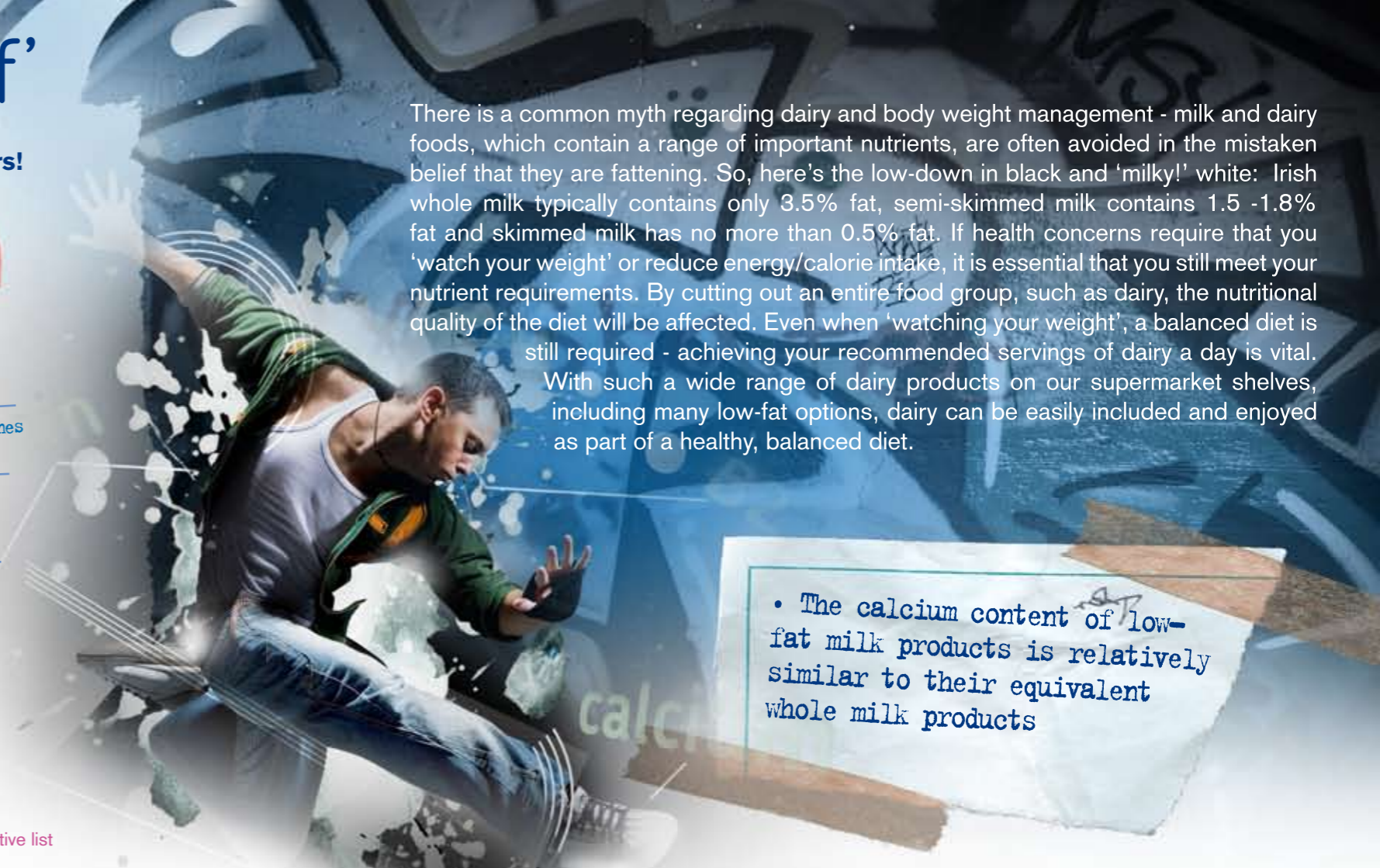
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- Releasing energy from food

*Not a definitive list

There is a common myth regarding dairy and body weight management - milk and dairy foods, which contain a range of important nutrients, are often avoided in the mistaken belief that they are fattening. So, here's the low-down in black and 'milky!' white: Irish whole milk typically contains only 3.5% fat, semi-skimmed milk contains 1.5 -1.8% fat and skimmed milk has no more than 0.5% fat. If health concerns require that you 'watch your weight' or reduce energy/calorie intake, it is essential that you still meet your nutrient requirements. By cutting out an entire food group, such as dairy, the nutritional quality of the diet will be affected. Even when 'watching your weight', a balanced diet is still required - achieving your recommended servings of dairy a day is vital. With such a wide range of dairy products on our supermarket shelves, including many low-fat options, dairy can be easily included and enjoyed as part of a healthy, balanced diet.

- The calcium content of low-fat milk products is relatively similar to their equivalent whole milk products



Get Moo-ving!

The National Guidelines on Physical Activity recommend that children and young people be active at a moderate to vigorous level for at least 60 minutes everyday and should include muscle-strengthening, flexibility and bone-strengthening exercises three times per week. An active lifestyle is also very important for bone health and regular weight-bearing exercise (any activity which puts the full weight of your body on your feet) is particularly important. Examples of weight-bearing exercises include running, dancing, football, tennis and most team sports. Remember to choose an activity that you enjoy; you could join a club or class with friends or even risk your ultra-cool reputation by enjoying a weekend walk with your family!

Include a Meal Plan in Your Game Plan

Get Kitted Out with a Healthy Diet

Whether in training to become a competitive athlete or taking part in sports for recreation purposes, a healthy, balanced diet along with sufficient hydration can influence both your performance and enjoyment.

International soccer star, **Kevin Doyle**, says

• 'My diet has got better as I've gone on as a footballer. Compared to when I first started playing, I wish I'd known then what I know now. I'd be a lot better player for it. What you eat, what you drink, when you go to bed and just how you look after yourself'.



Food Fuel to Fight Fatigue

Carbohydrates are essential energy providers for sport and are stored in the muscle as glycogen. However, as glycogen is used up, fatigue can set in, affecting performance and stamina. The amount of carbohydrate needed will depend on a number of factors such as the amount, intensity and duration of training/competition, as well as body size and daily non-sport activities. Choose carbohydrate foods such as bread, pasta, rice and potatoes. Beans (baked, red kidney etc.), peas, lentils, fruit, milk and yogurt also contribute to carbohydrate intakes.

Adequate vitamin and mineral intakes should also be met as part of a sport-friendly diet. Consuming a varied, balanced diet based on the main food groups will help to ensure this. Some athletes may need to monitor their intake of certain nutrients, for example iron intake among female athletes and calcium intake among teenage athletes. Lean red meat, eggs and fortified breakfast cereals can contribute to iron intakes, whilst dairy foods provide a source of calcium.

Before sport:

The consumption of a carbohydrate-based meal 2-3 hours before a gruelling game or tiring training session is recommended. Suitable meals should have more carbohydrate, with a small amount of protein and only a little fat. Examples include pasta with a tomato-based sauce or other low-fat sauce, jacket potato with a low-fat topping or sandwiches with salad and lean meat, chicken or fish. For a pre-performance snack, leave 30-60 minutes before playing sport to avoid discomfort; rice cakes, fresh/dried fruit, milkshake/smoothie or yogurt are ideal.

During Sport:

When you play sport or exercise, heat is produced which causes you to feel hot and you begin to sweat. The evaporation of sweat from the skin surface allows the body to cool down and maintain its temperature within the narrow limits required. Therefore, it is important to make sure you are well hydrated before sport and to rehydrate as appropriate to replace fluids lost via sweat. Fluids should be consumed during exercise or sport sessions lasting more than 30 minutes, with water sufficient for sessions up to an hour, but for longer sessions isotonic sports drinks may be useful.

After sport:

The body replenishes glycogen stores at a faster rate following exercise. Therefore, it is advised to eat carbohydrate-based foods as soon as possible after exercise, especially if sessions are scheduled close together. In short, if you are playing lots of sport then it is important that you have food and drink afterwards that will replace the carbohydrate energy stores used, provide protein as well as a good mix of vitamins and minerals and help replace the fluids and electrolytes (such as sodium and potassium) lost in sweat. This helps your body recover and also helps you to feel ready for your next bout of exercise – now that's what I call dedication! Examples of after sport snacks include low-fat milk with fruit or a cereal bar, sandwich or bagel with fish/lean meat/low-fat cheese or a fruit smoothie made with fresh fruit, juice and yogurt.

iodine

calcium

B12

B2

Dairy - In a League of its Own!

Remember, milk and dairy foods are packed with a range of vitamins and minerals, all of which are beneficial to your body. Dairy foods are also very versatile and can be easily used in cooking or baking and enjoyed as part of breakfast, lunch, dinner or as a nutritious snack. Therefore, achieving your recommended servings of dairy a day is at least one challenge that's already 'in the bag'! Check out some 'Dairy Delights' on the next page to help you on your way. **No excuses, go on -**

'Milk It For All It's Worth'

• Minerals in dairy, e.g. calcium and phosphorus, contribute to the maintenance of teeth. So, you can be on the winning team and have a winning smile all at the same time - Result!



MILK IT FOR ALL IT'S WORTH

Dairy Delights

- | | |
|----------------------------|--------------------------------|
| • A glass of milk | • Cheese sandwich |
| • Cheese and crackers | • Yogurt/Yogurt drink |
| • Smoothie | • Breakfast cereal with milk |
| • Latte/Cappuccino | • Cheesy pasta bake |
| • Portion of lasagne/pizza | • Hot chocolate made with milk |



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For more information on how you can 'Milk It For All It's Worth', check out
www.milkitforallitsworth.ie



The School Milk and Dairy Programme provides an affordable, year-round daily supply of fresh milk to pupils in Irish secondary schools. Contact The National Dairy Council for a free information pack. www.schoolmilk.ie