



Every™  
Day

For more information about the benefits of milk products, visit [getenough.ca](http://getenough.ca)

And you,  
are you  
getting enough  
milk products?



## Most people aren't consuming enough milk products. *And what about you?*

Full of nutrients, versatile, practical and delicious—milk, cheese and yogurt have been part of your life since you were a baby. Yet statistics show that two out of three Canadian adults are not consuming the daily amount recommended by *Canada's Food Guide*<sup>1</sup>. Men, women, teenagers and children are depriving themselves of the numerous health benefits that milk products provide. Why?

## What is a serving?

**Be vigilant!**  
*Most individual containers of yogurt, milkettes—even a slice of cheese—do not correspond to one serving.*

While many people don't seem to know what size a serving is, many claim to, and usually they are mistaken! When it comes down to it, most people overestimate how much milk products they are actually consuming... The multitude of formats on the market, not all of them containing a full serving, can rightly create confusion.

One serving of yogurt =  
About 2 small containers



100 g

or



1 container of 175 g

One serving of cheese =  
½ cup of grated cheese



or

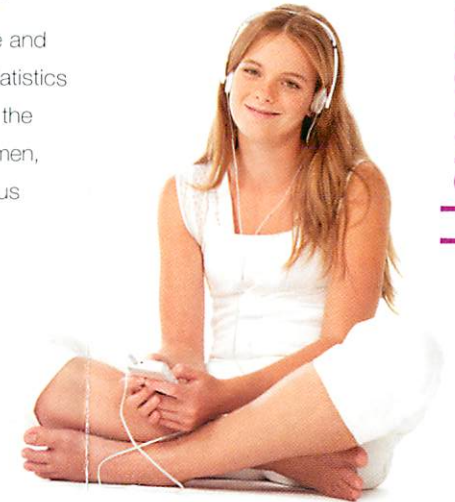
the equivalent to  
½ the size of a deck of playing cards



One serving of milk =  
1 cup



250 mL



*83% of teenage girls are not getting enough milk products<sup>2</sup> and are thus depriving themselves of many nutrients essential to their growth.*

### Recommended number of servings

Age	Milk & alternatives
Children from 2 to 8 years	2
Pre-teens & teenagers from 9 to 18 years	3-4
Adults from 19 to 50 years	2
Adults 51+ years	3

*Canada's Food Guide, 2007.*

**How many servings**  
Our need  
time. A g  
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let's say,  
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from all th  
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choose fr



**NUTRITION**  
DAIRY FARMERS OF CANADA



ENJ1074 | December 2009

## Source of precious nutrients

tain up to 16 essential nutrients that play a major  
ment and healthy functioning of the body, at every  
enough of them every day. You'll also be putting  
ur favour when it comes to protecting your "health

## King for your health

### Functions

elps build and repair body tissue, including muscles and  
one, and plays a role in the creation of antibodies that fight  
fection

lays a role in bone and tooth development, and contributes  
to the maintenance of night vision and healthy skin

ontributes to the formation of red blood cells

factor in the conversion of food into energy and tissue  
ormation

lays a role in normal growth and development, and participates  
transforming food into energy and tissue formation

eleases energy from carbohydrates and aids in normal growth

aximizes calcium and phosphorus absorption for healthy  
ones and teeth

ids in the formation and maintenance of healthy bones  
nd teeth

ontributes to healthy bone development, the conversion  
food into energy and tissue regeneration

factor in the formation and maintenance of healthy bones  
nd teeth

ds in the correct functioning of nerves and muscles

ays a role in tissue formation, including bones,  
nd converting food into energy

factor in the correct functioning of the immune system,  
ue to its antioxidant effect



## The importance of adequate consumption of milk products

Many scientific studies have demonstrated that a balanced diet, with adequate milk products, could help achieve and maintain a healthy weight as well as play a role in the prevention of a number of health problems such as osteoporosis, hypertension and colon cancer.

*Less than  
20% of women  
over the age of 50 consume  
their recommended  
number of servings  
of milk products.<sup>1</sup>*

### Osteoporosis

Vital for healthy bones, the calcium contained in milk products contributes to the prevention of osteoporosis. Other nutrients present in milk also play a crucial role. They include vitamins D and A, phosphorus, magnesium and protein.

Good bone health begins in early childhood and is maintained throughout life. So choose a balanced lifestyle with physical activity and healthy eating. Avoid tobacco and overconsumption of alcohol, salt and coffee. It's here that better bone health begins.



### Hypertension

Hypertension, sometimes called "the silent killer" because its symptoms usually go unnoticed, is the leading risk of death in Canada. It affects more than five million Canadians.<sup>2</sup> But here's a good news: scientific studies have shown that a balanced diet rich in fruits and vegetables, that includes an adequate amount of milk products, may contribute to reducing high blood pressure.

The mechanisms associated with this positive effect on blood pressure are related to the calcium, potassium and magnesium found in milk products. Milk also contains bioactive peptides that appear to have a beneficial effect on hypertension.



### Colon cancer

Numerous scientific studies suggest that consuming milk, as part of a balanced diet, could help reduce the risk of colon cancer.<sup>3</sup> Researchers believe that the principal nutrients associated with this protective effect are calcium and vitamin D.

### Healthy weight

In the tight balance between the calories we eat and the calories we spend to attain and maintain a healthy weight, every bit counts. For example, the calcium in milk products appears to incite the body to use fat more efficiently as an energy source and reduce the fat stored in your cells.<sup>4</sup> And milk products are more efficient than calcium supplements in achieving this effect, which suggests that other ingredients in milk, such as protein, may play an enhancing role. In fact, proteins have a sustaining effect, which helps control appetite.

### Watching your weight?

*Resist the temptation to cut out milk products as they are part of the solution. Simply choose lower fat milks, cheeses and yogurts!*

