

WORLD MILK DAY ON 1st JUNE 2009

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On this day we want to focus our attention on Milk & Milk Industry. You cannot well nourished without Dairy. This day we have to popularize the consumption of milk by masses of all ages including infants, children, adults as well as old people and thus ward off the impact of continuous bombardments of advertisements regarding variety of soft drinks and junk foods on television. These foods do not stand anywhere *vis-a-vis* milk so far as their nutritional and therapeutic values are concerned. Thus people should be motivated to "Think Milk and Drink Milk"

"Among modern foods, dairy foods – particularly milk and yoghurt – stand out as having the richest nutrient profile for their energy content. They are typically rich in protein, phosphorus, potassium, calcium, magnesium and several of the B vitamins. In formulating the 2005 Dietary Guidelines for Americans, it became clear that it would be almost impossible to construct a fully adequate diet of modern foods without three servings of dairy per day." Historically milk is considered as a perfect food with right mix of nutrients and ideal caloric density capable of nurturing life of infants as well as adults of all ages. Milk provides practically all the nutrients required for normal growth. Milk is the only food which is considered nature's almost perfect food. It is a treasure house of unlimited nutrients. It is considered best and ideal food by virtue of possessing almost all the nutritional factors, viz. fat, protein, carbohydrate, vitamins and minerals. They are not only of high quality but are present in milk in such a form and proportion that they are digested and assimilated in the body very efficiently. For our family's active life, milk is a powerful source of calcium and eight other essential nutrients that keep us energized throughout the day. While known for its calcium, milk actually contains a nutrient package that is very useful for us. Conjugated linoleic acid (CLA), which is known to have anticarcinogenic & antiatherogenic property besides being effective

in immunomodulation are naturally present in milk and milk products. Milk also has immunoglobulins, lactoferrin, lysozymes, lactoperoxidase and vitamin B₁₂-binding protein which have demonstrated antimicrobial effect. Several milk derived peptides have shown to be effective in preventing health disorders. Milk sugar (lactose) and its derivatives are excellent therapeutic agents. Each 200 ml glass of milk provides 30% of calcium to help build and maintain bone mass, 25% of vitamin D to help promote the body's use of calcium and encourage absorption of other essential minerals, 24% of riboflavin, B vitamin that helps to convert food into energy, 20% of phosphorus to help strengthen bones and generate energy in body cells, 16% of protein for building and repairing muscles, 13% of vitamin B 12, an essential vitamin for building oxygen-carrying red blood cells, 11% of potassium for regulating the body's fluid balance and maintaining normal blood pressure, 10% of niacin or niacin equivalents for assuring the normal functioning of many enzymes and the metabolism of sugars, 10% of vitamin A to help maintain normal vision and skin of an adult's daily recommended intake. Earlier the primitive diet was energy poor and nutrient rich, the modern diet is the opposite which means we tend to be overweight yet malnourished. Nutrients work together like the instruments in a symphony orchestra. An adequate calcium intake is essential for bone growth in childhood and bone maintenance in the elderly but we need a diet rich in protein, phosphorus, potassium and vitamin D as well. Without them calcium will do little or nothing. The recent scientific evidences of the last decade has revealed many miracles about the milk. Hence, the old adage that "an apple a day keeps doctor away" may be more appropriate if the "apple" is substituted with "a glass of milk".

I hope, this day is for better understanding of the Food value of Milk and Milk Products along the modern lines of processing and marketing for the benefits of the consumers and the producers.