Dairy Nutrimarketing Strategies & Tactics:

IDF'S Role

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ACCENTUATE the POSITIVIE
ELIMINATE the NEGATIVE

RESEARCH

Publishing Positive Research

Seminars
– Nutrition Week –
open to health professionals

Bring Influential Media to our Conferences

A public that doesn't know
it is being misinformed
cannot complain

A misled media can't understand
it's being misled
unless given evidence
to the contrary

Confronting the Competition

Cost and % Recommended Daily Intake of Selected Vitamins & Minerals of 250 mL Servings of Popular Beverages

	2% Milk	Cola	Sparkling Water
Vitamin A	11%	0%	0%
Vitamin C	3%	0%	0%
Vitamin D	44%	0%	0%
Riboflavin	25%	0%	0%
Folic acid	6%	0%	0%
Calcium	29%	0%	3%
Cost*	1.00$	1.00$	1.00$

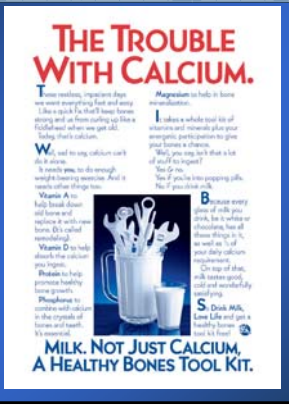
DRINK MILK
–
its 90% water

Estimated Healthcare Savings Associated With Adequate Dairy Food Intake

David A. McCarron and Robert P. Heaney

Medical literature that has coalesced during the past two to three decades has identified adequate intake of nutrients from dairy foods as a common factor in the reduction of the disease burden of several common medical conditions. These include obesity, hypertension, type 2 diabetes, osteoporosis, kidney stones, certain outcomes of pregnancy, and some cancers. Treatment of these disorders, particularly cardiovascular, consumes a significant portion of the United States' healthcare budget. Drawing on accumulated data from prospective longitudinal studies and randomized controlled trials, this article summarizes the evidence of the net benefits of increased dairy food intake on these conditions, their outcomes, and their costs. Estimated improvements in outcomes were combined with available data on annual costs of the respective disorders. From the calculated annual impact, we generated first-year and fifth-year healthcare cost savings that would accrue if adult Americans simply increased their intake of dairy foods to the currently recommended 3 to 4 servings/d. Using conservative estimates of potential benefit, we project first-year savings of approximately $26 billion and 5-year cumulative savings in excess of $200 billion. Am J Hypertens 2004;17:88–97 © 2004 American Journal of Hypertension, Ltd.

Key Words: Healthcare costs, cost savings, economics, dairy foods, dietary calcium.



Estimated intake of milk fat is negatively associated with cardiovascular risk factors and does not increase the risk of a first acute myocardial infarction. A prospective case–control study

Eva Warensjö[1], Jan-Håkan Jansson[2], Lars Berglund[1], Kurt Boman[2], Bo Ahrén[3], Lars Weinehall[4], Bernt Lindahl[5], Göran Hallmans[6] and Bengt Vessby[1]*

Milk fat is high in saturated fatty acids (SFA) and high intakes of SFA are associated with cardiovascular diseases. The aim of the present study was to prospectively evaluate the potential risk of a first-ever acute myocardial infarction (AMI) in relation to the estimated milk-fat intake, reflected as the proportions of pentadecanoic acid (15:0) and heptadecanoic acid (17:0) in serum lipid esters. This was evaluated in a study population selected within the Västerbotten Intervention Program and the northern Sweden 'Monitoring of Trends and Determinants in Cardiovascular disease' survey populations. A prospective case–control design was used. The proportions of the biomarkers were lower in the cases (n 78) than in the controls (n 156), who were matched for age, sex, sampling time and geographical region. The standardised odds ratios of becoming an AMI case were between 0·7 and 0·8 for the biomarkers. The proportions of 15:0 and 17:0 in serum phospholipids were significantly and negatively correlated to serum concentrations of plasminogen activator inhibitor-1, tissue-type plasminogen activator, triacylglycerols, insulin, specific insulin, pro-insulin and leptin (all $P<0·0001$), suggesting a negative relationship to the insulin-resistance syndrome and the risk of CHD. Adjustment for BMI did not materially change the relationships. Although there seems to be a negative association between milk-fat intake as mirrored by the proportions of 15:0 and 17:0 in serum lipid esters and a first-ever AMI, adjustment for clinical risk factors removed this relationship.

The Diet–Heart Hypothesis: A Critique

Sylvan Lee Weinberg, MD, MACC
Dayton, Ohio

The low-fat "diet–heart hypothesis" has been controversial for nearly 100 years. The low-fat–high-carbohydrate diet, promulgated vigorously by the National Cholesterol Education Program, National Institutes of Health, and American Heart Association since the Lipid Research Clinics-Primary Prevention Program in 1984, and earlier by the U.S. Department of Agriculture food pyramid, may well have played an unintended role in the current epidemics of obesity, lipid abnormalities, type II diabetes, and metabolic syndromes. This diet can no longer be defended by appeal to the authority of prestigious medical organizations or by rejecting clinical experience and a growing medical literature suggesting that the much-maligned low-carbohydrate–high-protein diet may have a salutary effect on the epidemics in question. (J Am Coll Cardiol 2004;43:731–3) © 2004 by the American College of Cardiology Foundation

The NEW ENGLAND JOURNAL of MEDICINE

ORIGINAL ARTICLE

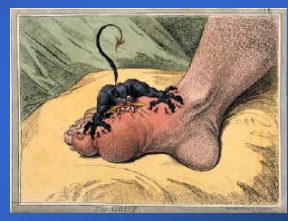
Purine-Rich Foods, Dairy and Protein Intake, and the Risk of Gout in Men

CONCLUSION:

Higher levels of meat and seafood consumption are associated with an increased risk of gout, whereas a higher level of consumption of dairy products is associated with a decreased risk. Moderate intake of purine-rich vegetables or protein is not associated with an increased risk of gout.

Uric Acid and Diet

Insights into the Epidemic of Cardiovascular Disease



Osteoporosis

The scientific evidence overwhelmingly supports the role of milk/milk products in reducing the development of this crippling disease

(Heaney, 2002)

Obesity

People striving to achieve a healthy weight are much more likely to be successful if, along with a calorie-reduced diet, they consume a high level of dairy calcium.

(Zemel, 2002; Heaney, 2002; Zemel et al., 2002; Caruth and Skinner, 2001)

Hypertension/Stroke

A significant number of studies have shown that the inclusion of three or more dairy products in the daily diet will have a positive, lowering effect on blood pressure.

(Sasks et al., 2001; Svetkey et al., 1999; Appel et al., 1997)

Colon Cancer

While perhaps any source of calcium will have an impact, a high intake from dairy has been linked to diminished risk of colon cancer.

(Wu et al., 2002; Holt, 1999)

Type II Diabetes

Ongoing research indicates that milk drinkers are less likely to develop adult-onset diabetes.

(Pereira et al., 2002)

PENTADECANOIC ACID IN SERUM A MARKER FOR INTAKE MILK FAT :
RELATIONS BETWEEN INTAKE OF MILK FAT AND METABOLIC RISK FACTORS

E.M. Annika et al,
Am J Clin Nutr, 1999 : 69, 22-29

INVERSE ASSOCIATIONS WERE FOUND BETWEEN INTAKE OF MILK PRODUCTS AND BODY MASS INDEX, WAIST CIRCUMFERENCE, LDL-HDL RATIO, HDL TRIACYLGLYCEROLS, AND FASTING PLASMA GLUCOSE, WHEREAS RELATIONS TO HDL CHOLESTEROL AND APOLIPOPROTEIN A-1 TENDED TO BE POSITIVE.

THE EXPLANATION FOR THE INVERSE ASSOCIATIONS BETWEEN THE INTAKE OF MILK PRODUCTS AND CERTAIN CARDIOVASCULAR RISK FACTORS IS NOT KNOWN.

PMS

Women who suffer from pre-menstrual syndrome can alleviate their symptoms.

(Bendich, 2000; Thys-Jacobs, 2000)

Kidney Stones

More dairy calcium,
less risk of kidney stones.

(Curhan et al., 1997; 1993)

Breast Cancer

Women who drink milk, and have done so from childhood, are at reduced risk of developing breast cancer.

(Hjartaker et al., 2001; Knekt et al., 1996)

Lung Cancer

Non-smoking cheese eaters have lower risk.

(Krewzer M et al., 2002)

Association of dairy products, lactose, and calcium with the risk of ovarian cancer.

Goodman MT, Wu AH, Tung KH, McDuffie K, Kolonel LN, Nomura AM, Terada K, Wilkens LR, Murphy S, Hankin JH.

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Epidemiologic findings have been inconsistent regarding the association of dietary fat, dairy products, and lactose with risk of ovarian cancer. The authors conducted a case-control study in Hawaii and Los Angeles, California, to examine several dietary hypotheses regarding the etiology of ovarian cancer in a population with a broad range of dietary intakes. A total of 558 patients with ovarian cancer diagnosed in 1993-1999 and 607 controls were interviewed regarding their diet. Consumption of all dairy products, all types of milk, and low-fat milk, but not consumption of whole milk, was significantly inversely related to the odds of ovarian cancer. Similar inverse gradients in the odds ratios were obtained for intakes of lactose and calcium, although these nutrients were highly correlated (r = 0.77). The odds ratio for ovarian cancer was 0.46 (95% confidence interval: 0.27, 0.76) among women in the highest quartile of dietary calcium intake versus the lowest (p for trend = 0.0006). The significant dietary association was limited to dairy sources of calcium (p for trend = 0.003), although a nonsignificant inverse gradient in risk was also found in relation to calcium supplement intake. These results suggest that intake of low-fat milk, calcium, or lactose may reduce the risk of ovarian cancer.

PMID: 12117706 [PubMed - indexed for MEDLINE]

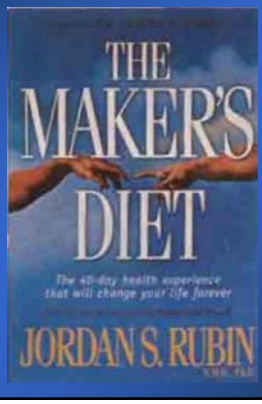
Does pizza protect against cancer?

Gallus S, Bosetti C, Negri E, Talamini R, Montella M, Conti E, Franceschi S, La Vecchia C.

Istituto di Ricerche Farmacologiche Mario Negri, Milan, Italy. gallus@marionegri.it

We analyzed the potential role of pizza on cancer risk, using data from an integrated network of case-control studies conducted in Italy between 1991 and 2000. Cancer sites were: oral cavity and pharynx (598 cases), esophagus (304 cases), larynx (460 cases), colon (1,225 cases) and rectum (728 cases). Controls were 4,999 patients admitted for acute, non-neoplastic conditions to the same hospital network as cases. Odds ratios for regular pizza consumers were 0.66 (95% confidence interval, CI = 0.47-0.93) for oral and pharyngeal cancer, 0.41 (95% CI = 0.25-0.69) for oesophageal, 0.82 (95% CI = 0.56-1.19) for laryngeal, 0.74 (95% CI = 0.61-0.89) for colon and 0.93 (95% CI = 0.75-1.17) for rectal cancer. Pizza appears therefore to be a favorable indicator of risk for digestive tract neoplasms in this population.

PMID: 12949808 [PubMed - indexed for MEDLINE]



Nutrition delivers the raw facts

Marketing whips them into a palatable dish