

DAIRY PRODUCTS

GOOD FOR YOU AT EVERY AGE





NUTRITIOUS FROM THE START

In 1853, Gail Borden discovered a way to keep milk fresh longer. His invention of "condensed milk" (or sweetened condensed milk) gave the world, for the first time, a source of pure and wholesome milk. But in producing condensed milk by use of standardized milk processing methods, Gail Borden did more than found a company; he started the Modern Dairy Industry.

Throughout the years, Borden has recorded a number of notable "firsts." The Borden company pioneered the sale of fresh milk in bottles, helped establish the standards for pasteurization and homogenization and introduced the first Vitamin D fortified milk in the United States.

Today, Borden continues this 137-year tradition of providing consumers with the freshest, best tasting, most nutritious milk and dairy products possible, with our commitment that "If It's Borden, It's Got To Be Good."

NUTRITION WITH GREAT TASTE

Learning to eat well means selecting the right balance of foods to meet individual nutrient and energy requirements. Dairy products should be a part of this balanced diet, each and every day.

Milk and Dairy Products provide outstanding nutrition with the added bonus of great taste. For today's discriminating consumer, Borden offers a wide variety of dairy products, from the full fat products—whole milk, cottage cheese, yogurt and ice creams—to the lower fat products—1% and 2% lowfat milks and skim milks, lowfat and nonfat yogurts, reduced fat cheese products, ice milk and sherbet. These products are offered under the familiar Borden, Meadow Gold, Lite-line, Viva and Mountain High brand names.

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An individual can easily choose whatever products best fit into his/her diet. Perhaps, whole milk (or 2% milk) and full fat dairy products would be recommended for some. Infants, and in some cases, young children or growing teens may not always benefit from a reduced fat diet because they may not obtain the adequate calories needed to support the rapid growth during this time. For those reducing their fat intake, lower fat products would be a better choice.

FOR CALCIUM, DAIRY PRODUCTS ARE A NATURAL

Dairy products are the prime source of calcium in the diet. It is almost impossible to get the recommended daily allowance of calcium without including dairy products in one's meal plan. Roughly seventy-two percent of the calcium-rich foods are from the milk food group. Because the body cannot produce calcium, this mineral must be supplied daily by the diet. The most important function of calcium is to impart mechanical strength and structural properties to the bones and teeth. Calcium also plays a role in maintenance of the heart beat, blood coagulation, nerve transmission, muscle contraction and relaxation, activation of hormone secretion and cell integrity.

CALCIUM IS REQUIRED AT ALL AGES

The body requires calcium at every stage of life. After the age of 20, young adults can still make bones stronger and denser by eating calcium-rich foods. Recent studies suggest that many Americans, especially adults, may not be consuming the recommended amounts of calcium. Poor eating habits, over an extended period of time, may lead to an increase risk of osteoporosis, a painful and crippling bone disease characterized by weak brittle bones that break and fracture easily. In addition, lack of calcium in the diet may lead to the loss of bone that supports the teeth, thus speeding up periodontal disease and tooth loss.



Children: (Ages 1 to 10 years) Calcium ensures that bones grow strong and hard. Calcium helps bones grow longer and wider as well as helping teeth grow properly.

Teenagers: (Ages 11 to 18 years) This is a period of rapid physical growth. Calcium ensures that bones continue to grow longer, wider and stronger. Too little calcium may prevent teens from reaching their full height. Calcium helps keep teeth healthy.

Adults: (Ages 19 to 40 years) After the age of 20, young adults can still make bones stronger and denser by eating calcium-rich foods; calcium continues to be added to the bone structure. This building up of the strength and density of the bones will act as a preventive measure for later on in life. Bones begin to lose calcium slowly, generally about middle age. If the bone skeleton is properly built up, there may never be enough bone loss to develop osteoporosis.

Pregnant and Nursing Women: Calcium is not only required to keep mother's own bone supply healthy, but also is necessary to build the bones and teeth of the growing baby. If there is not enough calcium for the baby, calcium is pulled from the bones of the mother.

Adults Over 40 Years: For the older adult, calcium is needed to repair bone and to slow down the bone loss associated with osteoporosis.

RECOMMENDED DIETARY ALLOWANCES (RDA) FOR CALCIUM

Category	Age or Condition	Calcium
children	1-10 years	800 mg/day
males/females	11-24 years	1200 mg/day
males/females	25-50 + years	800 mg/day
females	pregnant/lactating	1200 mg/day

IN ADDITION TO CALCIUM,

MILK AND DAIRY PRODUCTS PROVIDE MORE OF WHAT'S GOOD FOR YOU...

Protein, for tissue growth and maintenance

Riboflavin and Niacin, for releasing energy from the three energy nutrients, carbohydrate, fat and protein

Vitamin B12, for maintenance and protection of nerve fibers

Phosphorus, for strength and rigidity of teeth and bones

Zinc, for bone structure formation

And **Vitamin A** and **Vitamin D...**

Whole milk naturally contains Vitamin A and is fortified with Vitamin D. Skim milk is fortified with both Vitamins A and D. Vitamin A is needed for vision, bone growth, skin maintenance and reproduction. Vitamin D regulates and aids in calcium absorption; Vitamin D is necessary for bone mineralization.

Dairy products made with these fortified milks also provide these nutrients. The advantage to having a tall cold glass of milk is that all these nutrients are provided at once. In fact, the Vitamin D and the carbohydrate naturally occurring in milk, lactose, all work together and actually enhance calcium absorption.

FOR DAIRY PRODUCTS, A SERVING SIZE IS:

1 cup whole, skim, 1% or 2% lowfat milk

1 cup yogurt

½ cup ice cream or ice milk

½ cup cottage cheese

1 cup milk pudding

1 ounce natural cheese or processed cheese

NOW, CHECK YOUR INDIVIDUAL REQUIREMENTS PER DAY

Children	3 servings
Teens	4 servings
Adults	2 servings
Pregnant and Nursing Women	4 servings
Pregnant and Nursing Teens	5 servings

