



How dairy products influence the bodies muscles and bones

Industry perspective

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Dairy products contribute with Good nutrients

Dairy products contribution to total intake



Danskernes kostvaner 2011-13

Protein
24 %



Calcium
m

500%

Who is in need of extra protein?

Recommended and actual protein intake



Danskernes kostvaner 2011-13

ADULTS



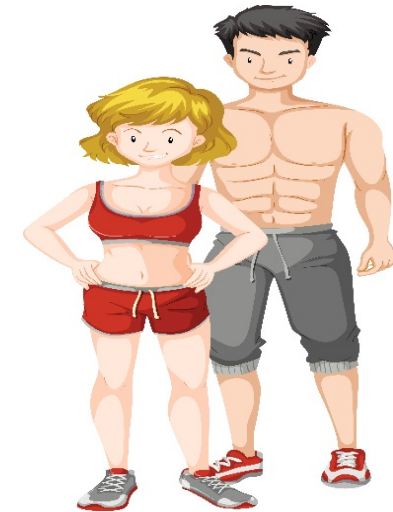
NNR 2012: 10-20E%
Average intake: 15E%

ELDERLY



NNR 2012: 15-20E%
Average intake: 16 E%

ATHLETES



NNR 2012: app 20E%
Average intake: ? E%



Increased protein need when we age

What do we currently know?



Anabolic resistant

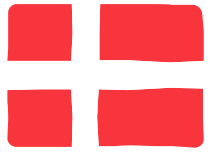
Increased protein need (25-30g/ meal)

Protein intervention prevent age-related muscle loss

Exercise and protein combined is optimal

National dietary recommendations to elderly >65 years

New recommendations 2016



Keep your muscle mass



Strong bones



Stable body weight

New clinical guidelines: nutritional intervention and exercise to geriatric patients

Protein supplements to malnourished and/or elderly



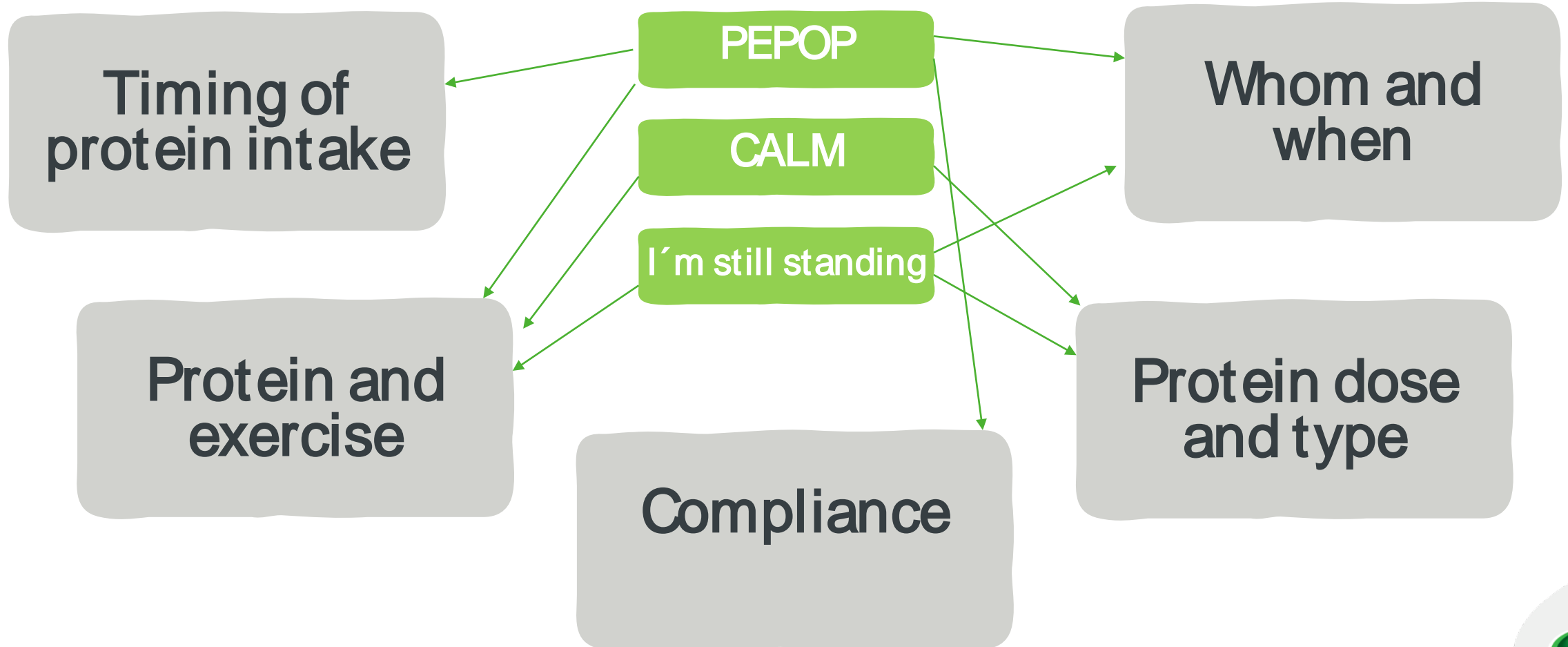
Serving size: 500 ml
Protein: 30.5 g



Serving size: 125 ml
Protein: 13.6 g

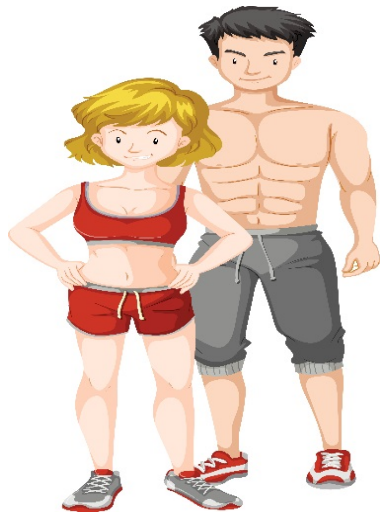
Ongoing research – protein intervention to elderly

What would we like to know?



Protein intake and exercise

What do we currently know?



Resistance training for muscle gain (before/ after)

Endurance training for recovery (after)

Optimal protein dose 20-40g

Leucine seems important – protein type

Products high in protein for athletes



Serving size: 200g / 500 ml / 400ml
Protein (Milk): 20 g / 21g / 22g
Vitamin D: - / - / 4.08 µg



Serving size: 500 ml
Protein (whey): 26 g
Vitamin D: 3.75 µg



Serving size: 500 ml / 250 ml
Protein (whey): 20 g / 21 g

Protein intake and exercise

What would we like to know more about?

Timing of the protein intake – does it matter?

Protein type – what is the optimal whey/ casein ratio?

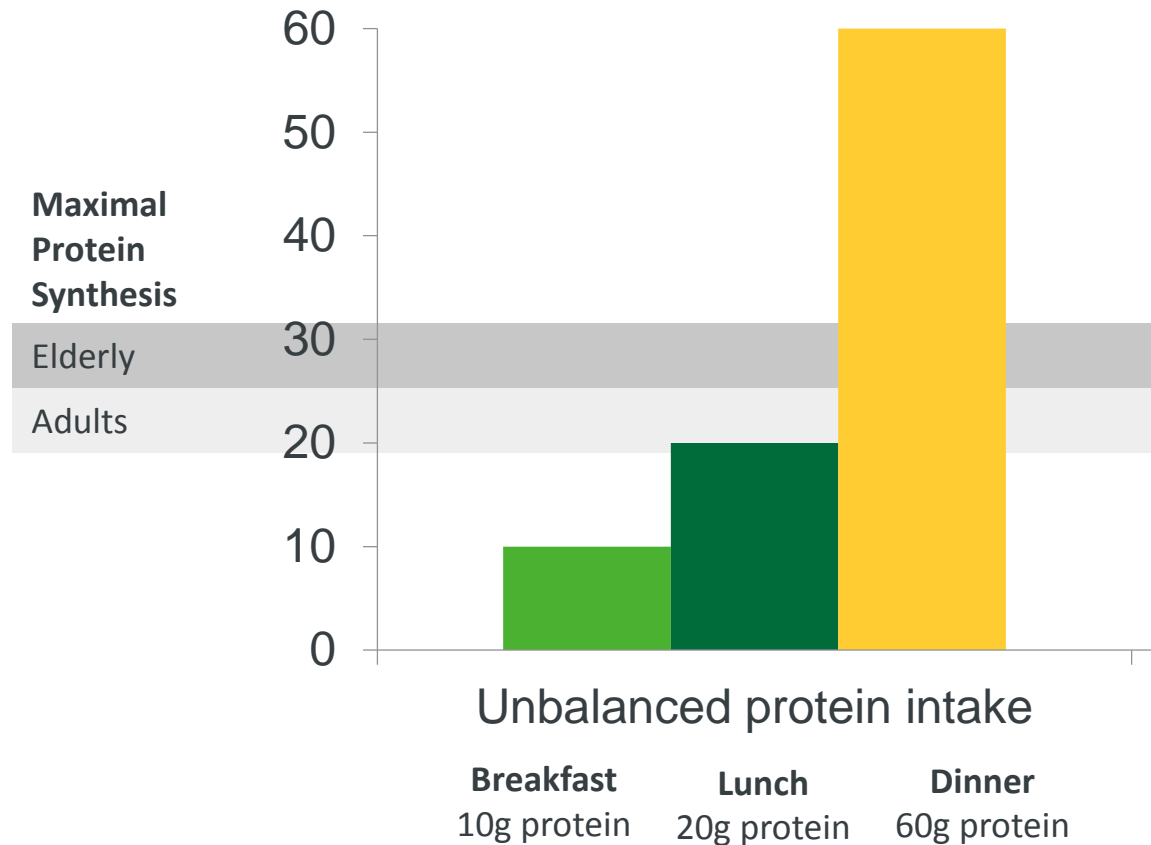
How much protein is safe to consume?



CHAMPION GOOD FOOD HABITS

Optimal protein distribution during the day

Equal distribution between the main meals to maintain muscle mass



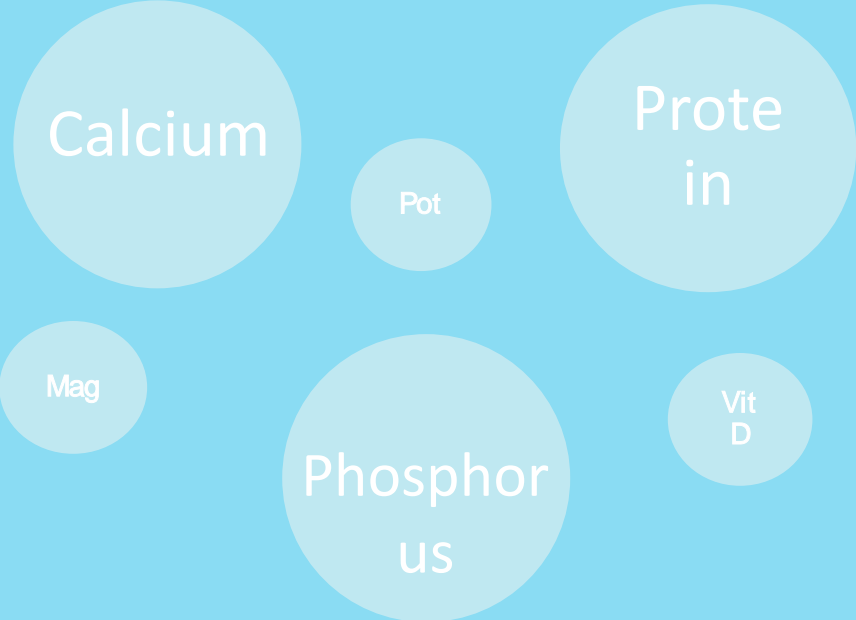


A GREAT DAY STARTS WITH A GOOD BREAKFAST

CHOOSE GOODNESS!

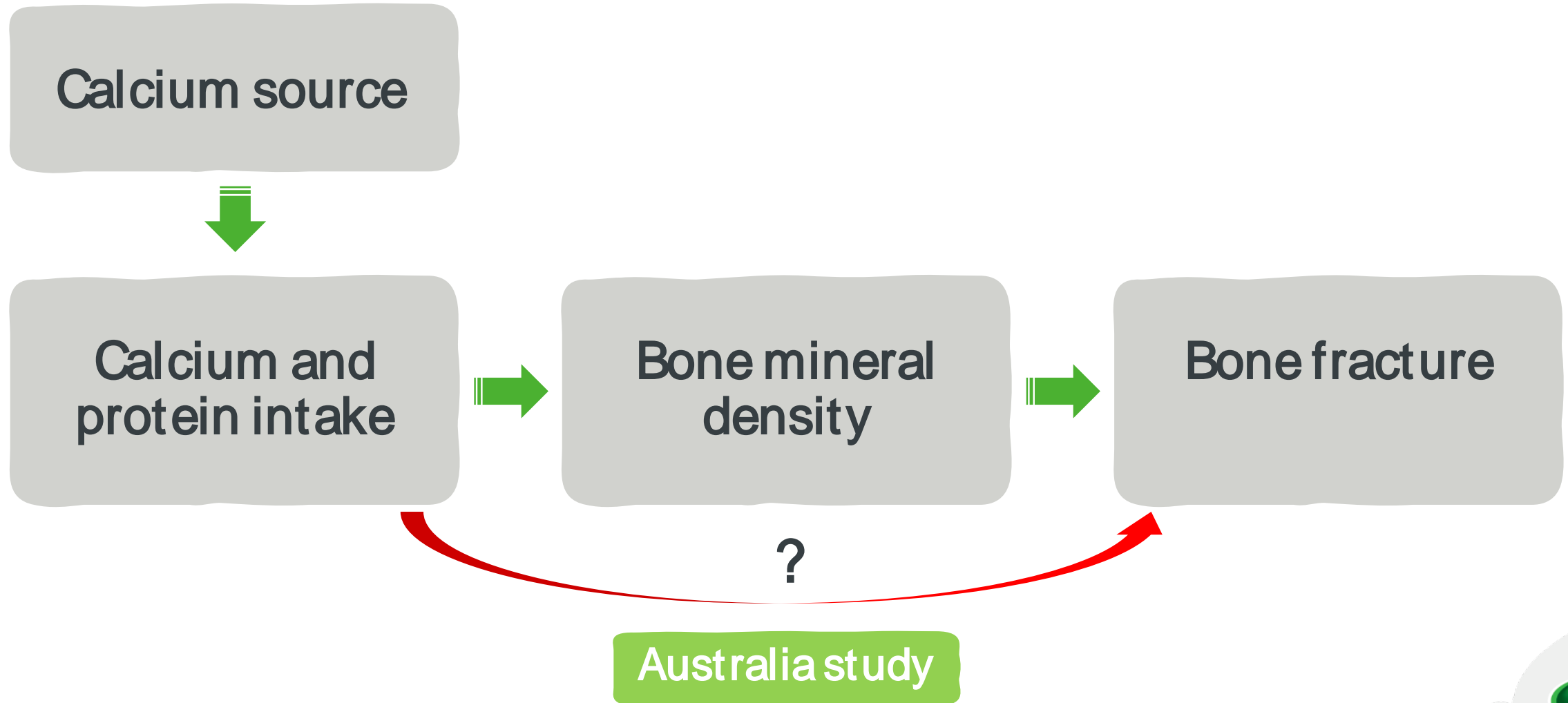


Milk is rich in beneficial nutrients for bones



Calcium/ Protein and bones

What do we currently know and what would we like to know?



The goodness of milk

Marketing initiatives – Milk Campaign 2016

klasselotteriet.dk

Arta
LET MÆLK
24

MÆLK INDEHOLDER **CALCIUM**
SOM ER NØDVENDIG FOR AT
FOR AT VEDLIGEHOLDE
SUNDE TÆNDE

FÅ INSPIRATION TIL DIN MÆLK PÅ
ARLA.DK/MÆLKEBAR

DET KRÆVER SIN
MÆLK

Arta
nyd det gode

Arta
nyd det gode

BØR NYDES SOM EN DEL AF EN VARIERET OG
AFBALANCERET KOST OG EN SUND LIVSSTIL

EN SH
REN
KBI

The advertisement is a large-scale outdoor display on a light blue background. It features a central framed image of a man in a dark suit playing chess on a large wooden board. To the left, a woman in a black coat walks past. The ad is decorated with various elements: a blue Arla milk carton in the top left, a white milk can with a straw on the left, a pink smoothie with a cinnamon stick on the bottom right, and several blueberries and a strawberry scattered around. The text is in white and green, with the Arla logo prominently displayed in the bottom right corner. The overall theme is the health benefits of milk, specifically calcium, and its role in maintaining dental health.

Ongoing debate on vitamin D fortification in DK

At Arla we are ready to take on this task



6 feb 2017

Forskere: Put nu D-vitamin i vores mad

Danskerne får for lidt D-vitamin, især om vinteren. For syv år siden anbefalede et ekspertudvalg, at en række fødevarer skulle beriges med vitaminet, men der er ikke sket noget siden da. Videnskab.dk har set på hvorfor.

Dairy products fortified with vitamin D

Beneficial for bones



Find me in the **FRESH MILK** aisle

Vitamin D: 2.15 μg / 100 ml



Vitamin D: 2 μg / 100 ml



All milk products fortified by:
Vitamin D: 1 μg / 100 ml

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