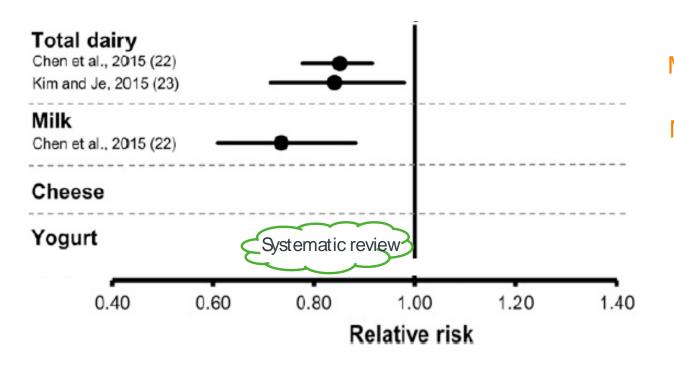




Dairy lowers risk of Metabolic Syndrome

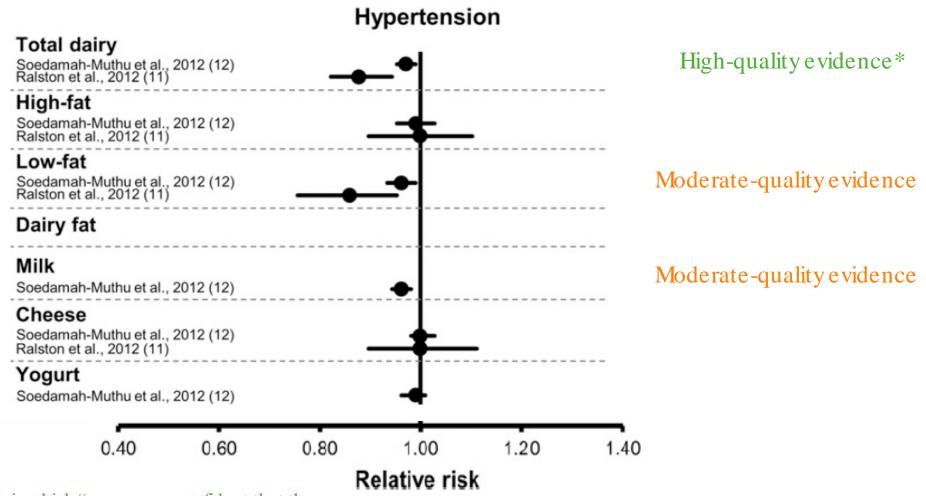
Metabolic syndrome



Moderate-quality evidence*

Moderate-quality evidence*

Dairy lowers risk of <u>Hypertension</u>

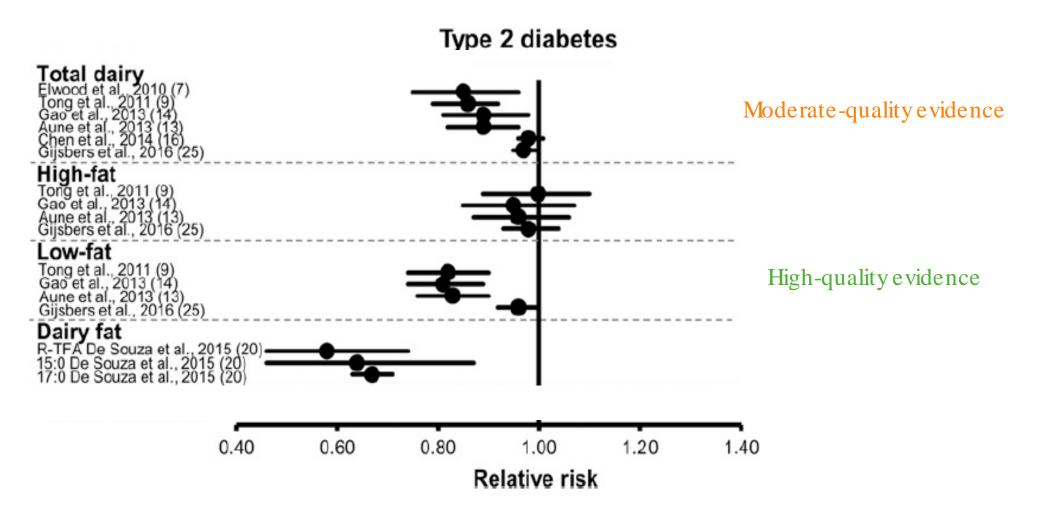






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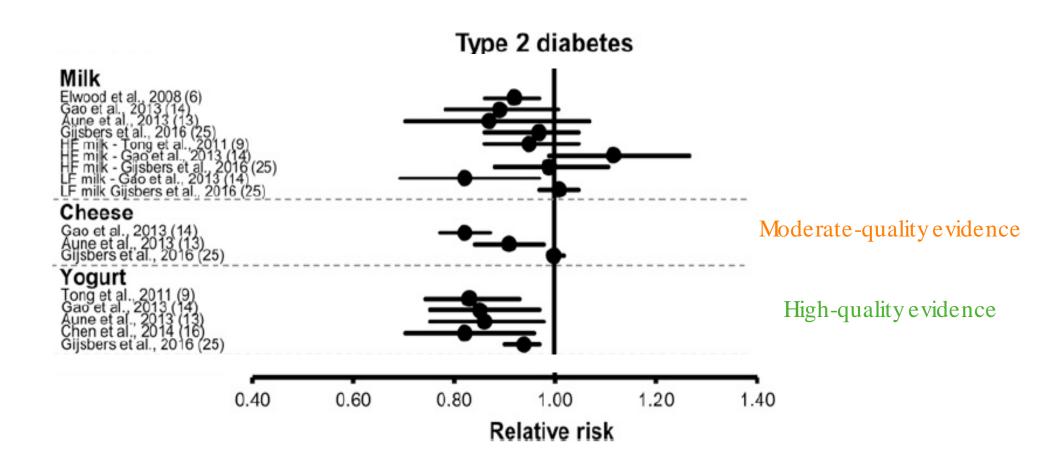
Dairy lowers risk of Type 2 diabetes





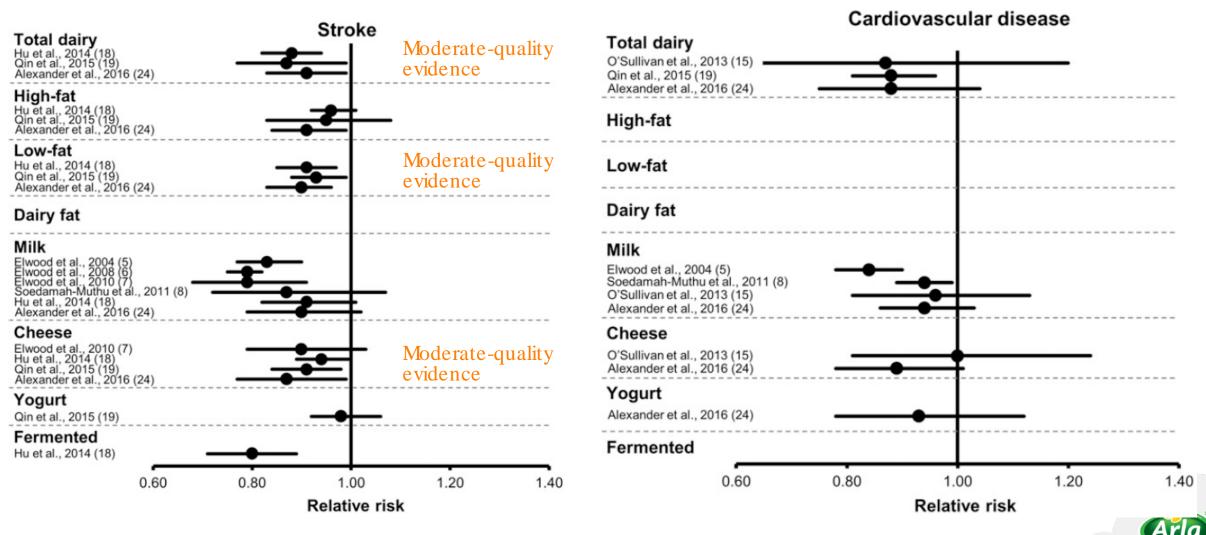
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Dairy lowers risk of Type 2 diabetes





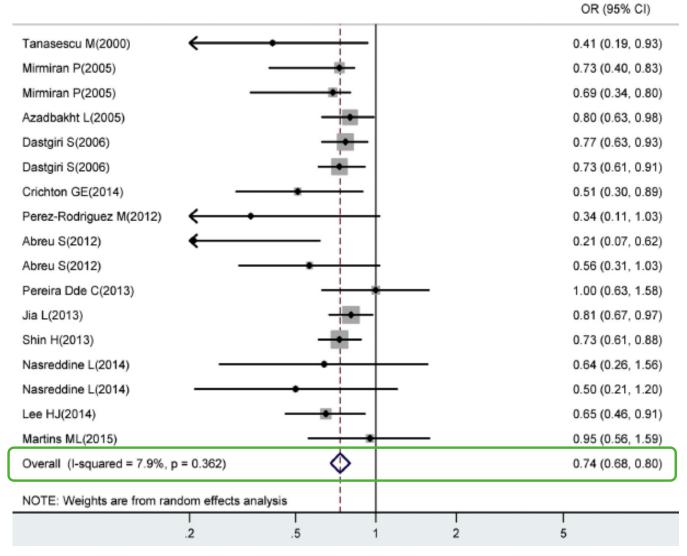
Dairy lowers risk of stroke but not CVD



A recent meta-analysis

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Dairy lowers risk of Obesity

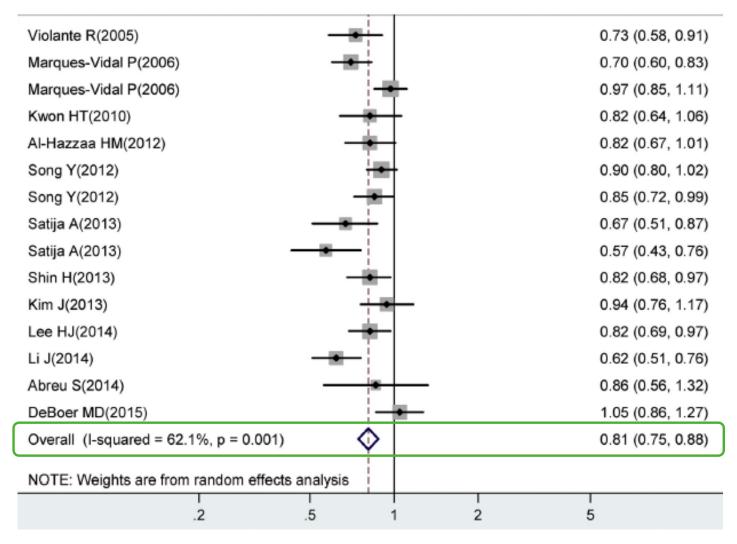




A recent meta-analysis

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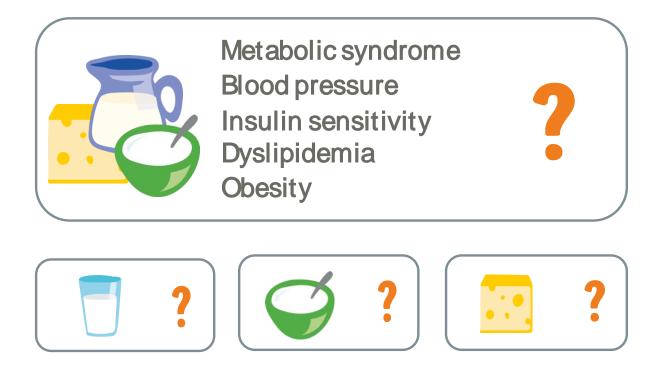
Milk lowers risk of Obesity





Controlled intervention trials

Neutral to favourable effect – evidence is limited





Research GAPS within dairy & MetS

RCTs on actual dairy foods are needed...



Research gaps

- Controlled research from intervention trials (RCT)
- Reseach on actual foods (not ingredients)
- Reseach on individual foods (yoghurt, cheese, milk)
- Research on amounts within recommendations

"The cardiometabolic effects of different dairy foods represent a major unanswered question of modern nutrition science. Most dietary guidelines are largely based on theoretical considerations about selected single nutrients (calcium, vitamin D, calories, saturated fat), rather than empirical evidence on health effects of the actual foods."

Dariush Mozaffarian. Circulation. 2016;133:187-225

Arla Foods for Health - facilitate dairy research through funding and expertise



We cannot communicate this knowledge on dairy





Cannot

Health claims on whole foods
Scientific consensus
Textbook knowledge



Can

Health claims based on single **nutrients** in dairy:

BLOOD PRESSURE

Potassium

OXIDATIVE STRESS

Health claims based on added non-dairy ingredients:

Vitamin B2

BLOOD SUGAR

Sweeteners, Iodine, Inulin...

BLOOD CHOLESTEROL

Plant sterols, β-glucan...



But we can play on nutrients associated with health...

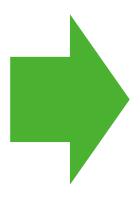


...and have several products for at risk people



And be inspired by science when creating new products...





Viscosity

Energy density

Gut hormones

Gut transit time

etc....

Satiety

- for obesity prevention





And be true to science in our communication

You can claim health on not healthy products...

- Based on science, we know that dairy is good for health recommended worldwide
- All dairy products can be part of a healthy diet BUT in quantities that balances culinary and nutritional needs
- Help people make healthy choices by increasing product transparency





Amount providing 30% of recommended daily intake

✓ Health claim allowed

Move the Arla Brand assortment in a healthier direction.



