

IDF Press Release



Scientific expertise for the dairy sector worldwide

DAIRY PRODUCTS FOR IMPROVED HEALTH AND REDUCED HEALTH CARE COSTS

Brussels, 10 October 2011 - New insights into how a greater awareness of the nutritional benefits of dairy products can improve general health status and reduce health care costs will be presented at the conference on "Sustainable Public Health and Dairy Nutrition Economics" in Parma, Italy, on 19 October 2011.

The interplay between economic systems and the nutritional value of food is particularly relevant today as we look ahead to increased longevity and aiming to improve public health across the globe. A series of prestigious speakers will present recent findings and initiatives within this emerging science.

"There is an important need to get a better understanding of the long term influence of nutritional and functional food benefits on the human body. We can anticipate that the nutritional quality of the human diet will be a valuable determinant in lowering health care expenses and, consequently, contribute to substantial healthcare cost savings", commented conference manager Irene Lenoir-Wijnkoop, an expert in nutrition economics at Danone Research.

"In 2004 Prof. David McCarron conducted a study into the potential healthcare savings if adult Americans increased their intake of dairy foods to the recommended 3 to 4 servings per day. He has continued his investigations, and will provide delegates with the most recent information on the health economic impact of appropriate dairy food consumption at the IDF World Dairy Summit 2011."

Nutrition economics studies may provide a solid basis for all concerned stakeholders to implement risk reduction policies. "The general public is getting more and more health-conscious, however experience shows that prevention campaigns based on risk communication are not very efficient. Results of nutrition economics research will contribute to a change from warnings and risk communication to more motivating messages on food-related health benefits, with personal "incentives" such as wellbeing and health maintenance."

Details of the World Dairy Summit 2011 conference programme can be found at: <http://www.wds2011.com/ProgramPage.php?ID=484>

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Note to editors

1. The International Dairy Federation is the leading source of scientific and technical expertise for all stakeholders of the dairy chain. IDF is committed to furthering current knowledge and science on a wide range of issues by triggering state-of-the-art projects across the dairy chain. Today, dairy is one of the most vibrant and strategic sectors, with a major impact on national economies, public health, the environment...
2. IDF covers 85% of the current total worldwide milk production.

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