

Keeping Up-to-date with the Milk Industry

How do research scientists, governmental officials, physicians, nutritionists and other key health professionals and spokesmen keep up-to-date on current values of milk and other dairy food?

"It depends," says Dr. M.F. Brink, president of the National Dairy Council. "Certain scientists can be very close to such information - particularly as it relates to their speciality. This is especially true of scientists whose research is sponsored by NDC through its nutrition research grants-in-aid program.

"But for the overwhelming majority of researchers and other health leaders in America, the wide variety of information and research trends relating to the nutritional virtues of dairy

products must come to them from a special source, an interested source such as the National Dairy Council."

One of the ways NDC keeps health leaders up to date, says Dr. Brink, is the publication of a bi-monthly research review, Dairy Council Digest. The Digest is about to begin its 44th year. This highly respected publication provides concise discussions of nutritional matters that can affect the consumption of milk and its products.

The publication, of course, does not talk sales. But it discusses in depth those areas of public concern that also relate to dairy products in the human diet.

This performs a service to health leaders in that they are provided with information

gathered together in a form not available elsewhere.

The Digest, in turn, renders the dairy industry a service in that it gives health leaders positive and accurate information that helps to counter hearsay, faddism, and over-interpretation of trends in nutrition research, including areas of conjecture in which dairy foods are sometimes unjustifiably criticized.

What will Dairy Council Digest cover in 1973? Six main topics will be featured. These include food faddism, diet and atherosclerosis, nutrition and dental health, the nutritional role of trace elements (minute amounts of minerals such as copper, zinc, and manganese) in human health, the 1973 revised recommended dietary allowances, and the effects of malnutrition on learning and behavior.

"All of these topics, these areas of research interest, are meaningful in terms of the role of milk and its products in America's diet," says Dr. Brink. "How well the facts are known, how well they are understood, will have a far-reaching effect on a most important process that is now developing - the formation of a national policy on nutrition in the United States. We are on the threshold of national decisions

that will influence milk consumption for a generation, if not longer."

Dairy Council Digest reaches a total audience of at least 720,000 each year. The Digest is mailed by NDC and affiliated Dairy Councils to physicians, dentists, nurses, dietitians, nutritionists, extension workers, and teachers. Here are brief summaries of the main topics to be discussed in six 1973 issues of the Dairy Council Digest:

January-February Food Faddism

Food faddism is receiving increasing attention from nutritionists and other health leaders due to the health, economic and social problems which can result from bizarre eating habits. The Digest will present an overview of food faddism, the nature and definition of types of food faddism, and the inherent dangers

March-April

Diet in Early Life in Relation to Atherosclerosis (hardening of the arteries)

This issue will present the role of diet in relation to other environmental factors (such as living habits, heredity, blood pressure) which may contribute to the onset of atherosclerosis, the Digest will discuss diet in early life and review the American Academy of

Pediatrics' position on this subject.

May-June

The Impact of Oral Health
Articles in the scientific literature have presented new material on this subject. The National Nutrition Survey has released findings from several states, including results of dental examinations which indicated the detrimental effect of poor nutrition on oral health. These will be discussed, as will recent investigations dealing with the role of phosphorus in tooth decay prevention. The latter suggests that milk, which contains phosphorprotein casein, may have significant preventive properties.

July-August

The Role of Trace Elements in Human Nutrition

Interest in the role of trace elements (minute quantities of minerals) in nutrition has increased. This digest will update knowledge and present an overview of certain aspects of trace element nutrition such as: the biological function (s) of micronutrients such as zinc, copper, nickel, and other metals, their concentration in milk, estimated human requirements, and circumstances predisposing to deficiencies in the human body.

September-October

Recommended Dietary Allowances, Revised 1973

This Digest will contain the revised basic RDA's schedule to be published in the fall for the various nutrients according to age-sex groupings. A comparison of the 1973 RDA's with the 1968 RDA's as related to the dairy industry will be presented

November-December

Malnutrition, Learning and Behavior

This issue will discuss the effect of malnutrition (acute and borderline) on biochemical changes in the central nervous system, on behavior and performance, and the correlation between behavior and observed biochemical changes. Interest in this area is exemplified by the Protein Advisory Group of the United Nations System Statement on "The Relationship of Pre and Postnatal Malnutrition in Children to Mental Development, Learning and Behavior."

Hostess Spy

Rose Greenhow, a Washington hostess and famous spy during the Civil War, is said to have sent word to Confederate Gen. Beauregard that the Yankees were coming, causing Union defeat at Bull Run.



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