

Fortified Milk in Practice

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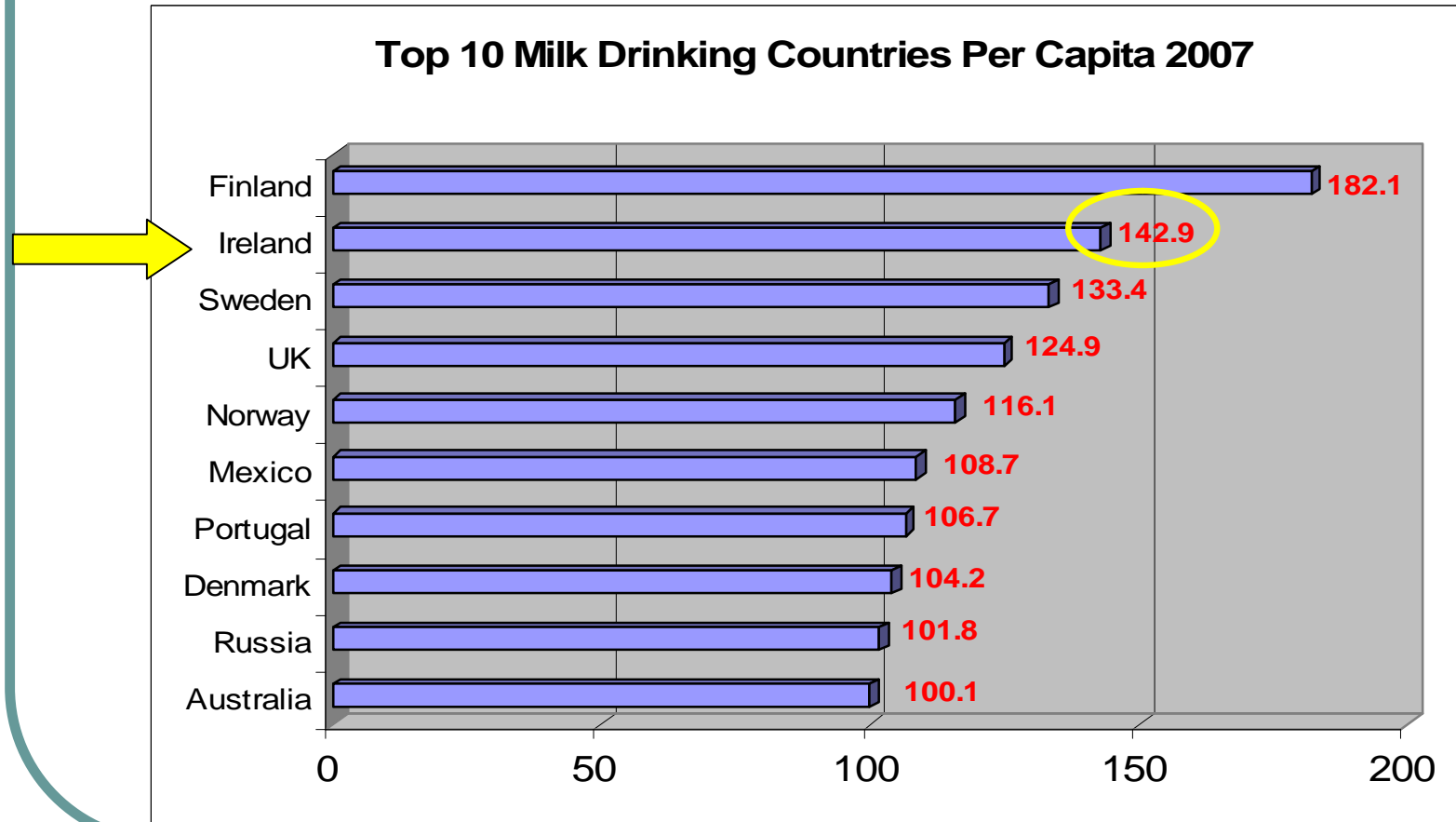


Milk and fortified milk in Ireland



Milk Consumption Levels Per Capita

Ireland still has one of the highest per capita consumption levels of milk in the world



Ireland is the home of great milk!
When it comes to producing Milk, Ireland is unique...



Only New Zealand and Australia are similar!

Irish cows spend more time outside than any other cows
...and cows eating grass produce tastier, creamier milk!

Categories of Milk

100mls	Whole milk	Low fat	Skimmed	Fortified
Energy (kcal)	66	46	32	49
Protein (g)	3.5	3.5	3.4	3.4
Fat (g)	3.5	1.5	0.2	1.5

- Cows milk unsuitable as main drink <12m
- Children from 2 years with varied diet with adequate energy can use low fat milk
- Children from 5 years old can consume skimmed milk

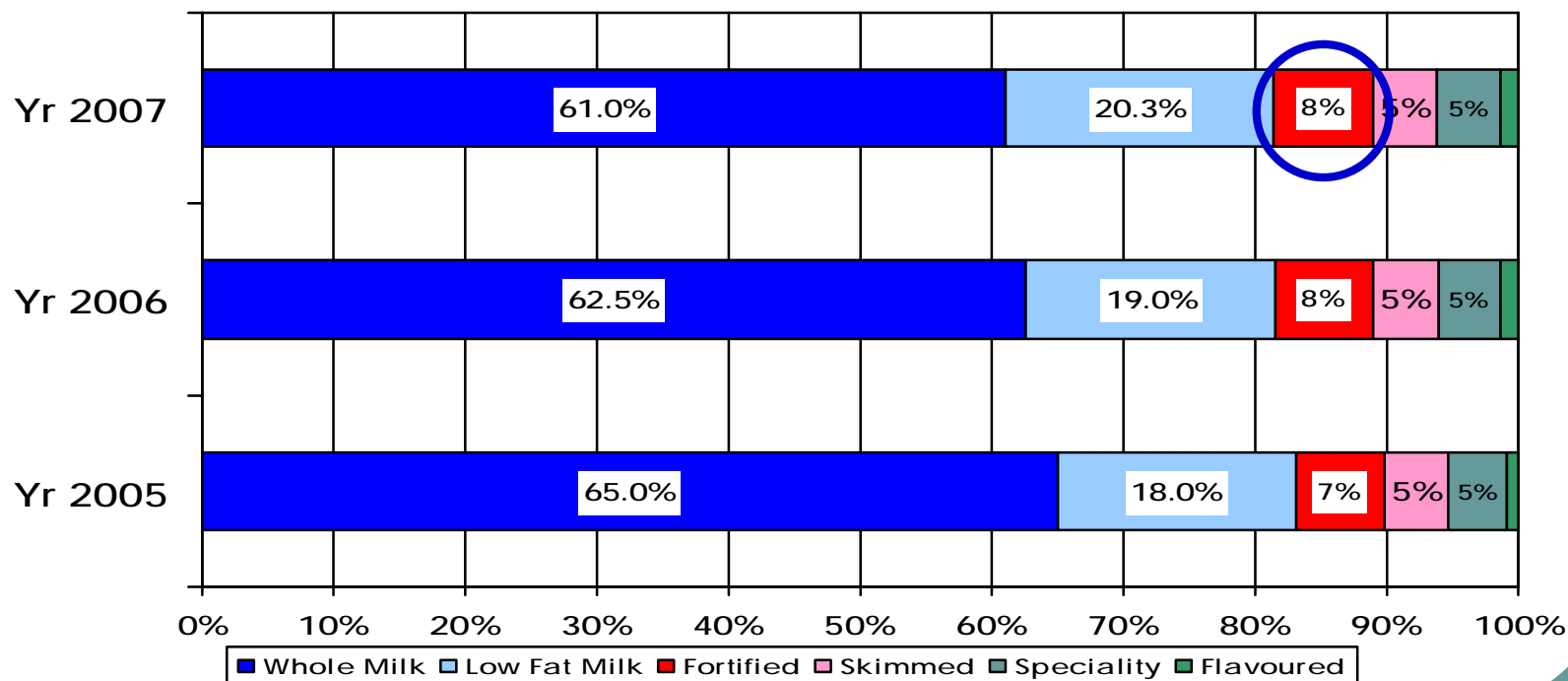
Fortified versus Whole Milk

Average values per 200ml serving	Fortified Milk	Standard Whole Milk
Energy (kcal)	98	128
Protein (g)	6.8	6.6
Carbohydrate (g)	10.4	9.8
Fat (g)	3.0	7.0
Vitamin B12 (μg)	0.8	0.8
Calcium (mg)	332	236
Vitamin A (μg)	240	104
Vitamin B2 (mg)	0.48	0.32
Folic Acid (μg)	140	12
Vitamin D (μg)	2.0	0.06
Vitamin E (mg)	3.0	0.18

The Fortified Milk Sector

Fortified milk sector growing at an accelerated rate over the past 6 months, current growth is at 24% (in value terms, MAT Feb 08).

Value Sector Mix Changes 2005-2007



Source: Extended Scantrack MAT June 05-07

Milk and Dairy

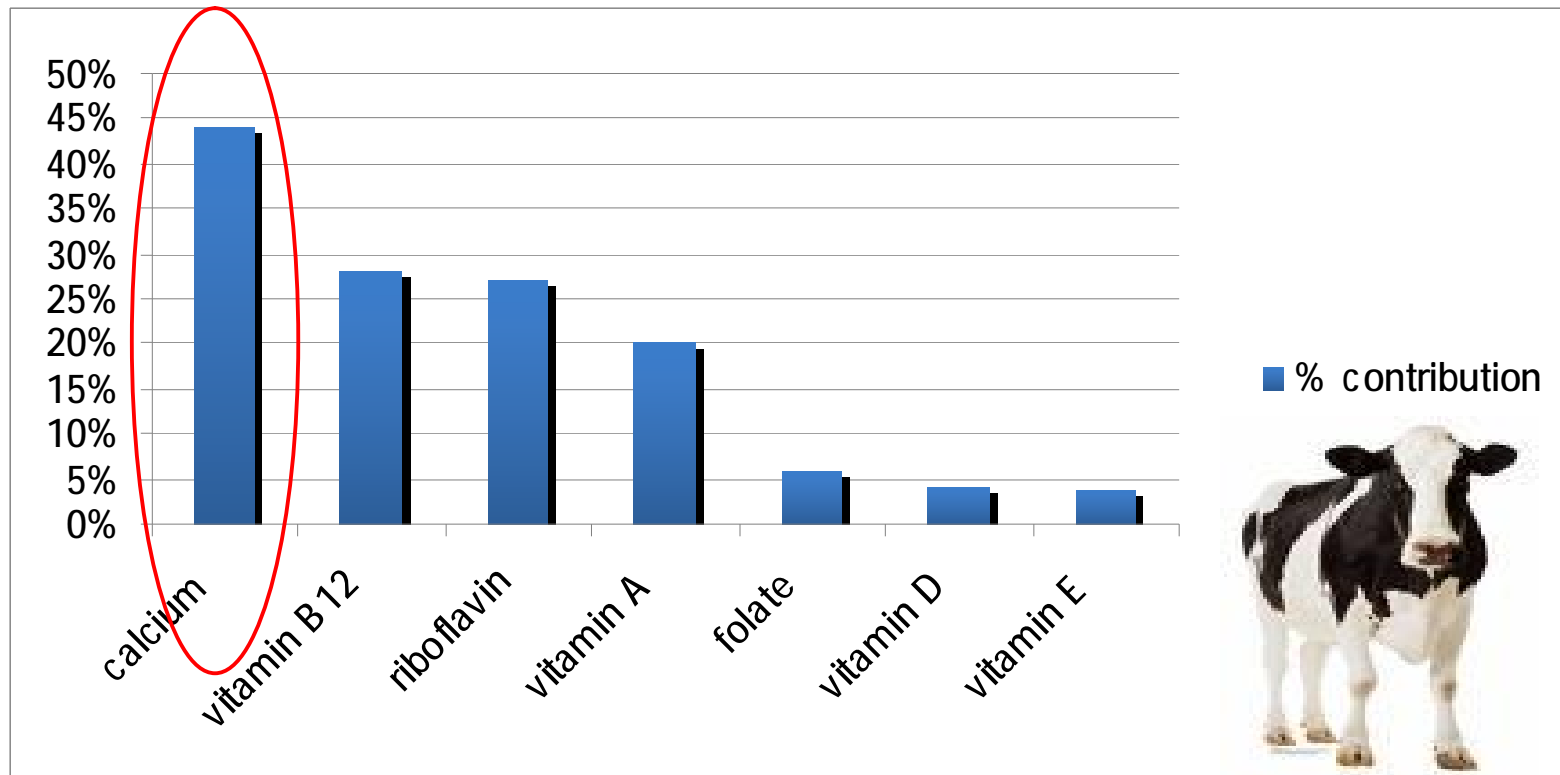
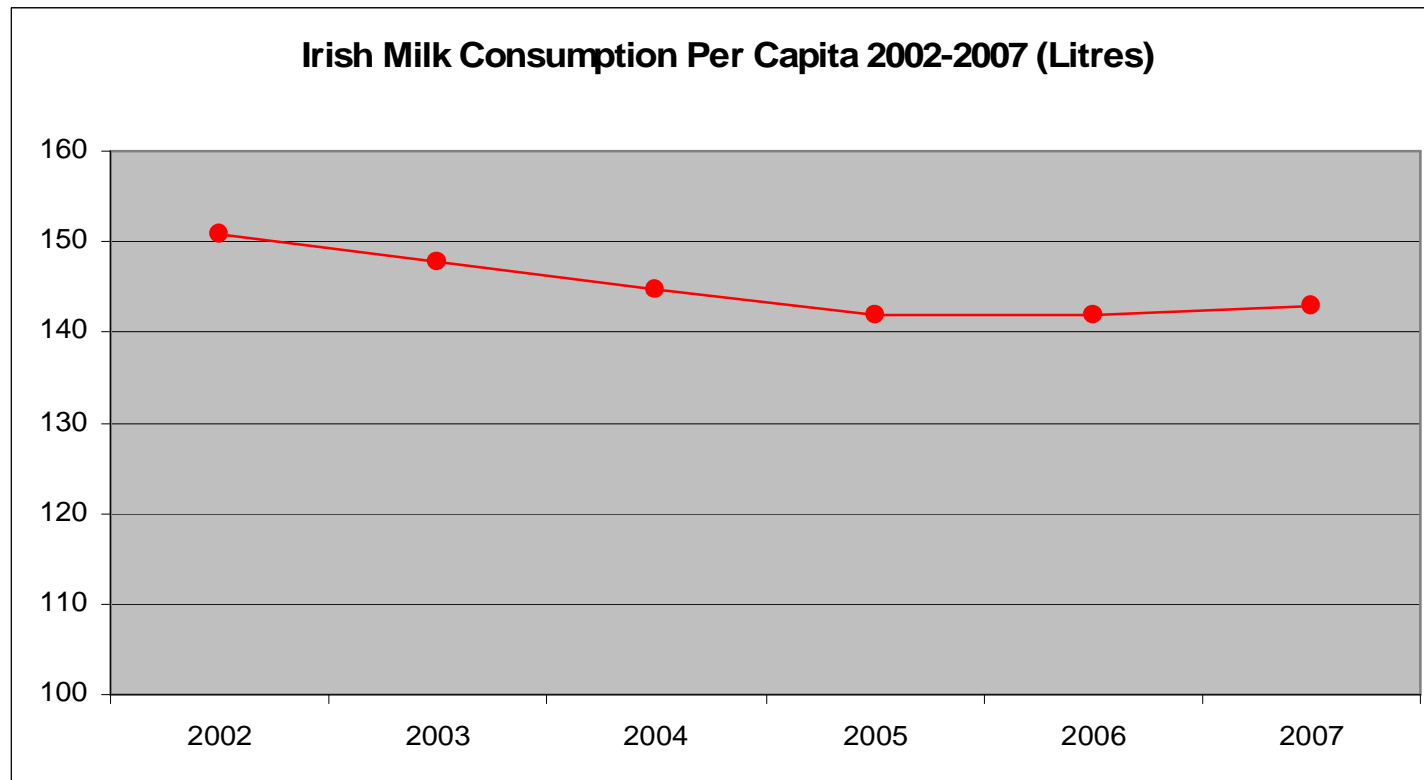


Figure. % contribution of milk, yoghurt and cheese to nutrient intakes in adults

IUNA, 2001

Per Capita Milk Consumption in Ireland Decreasing

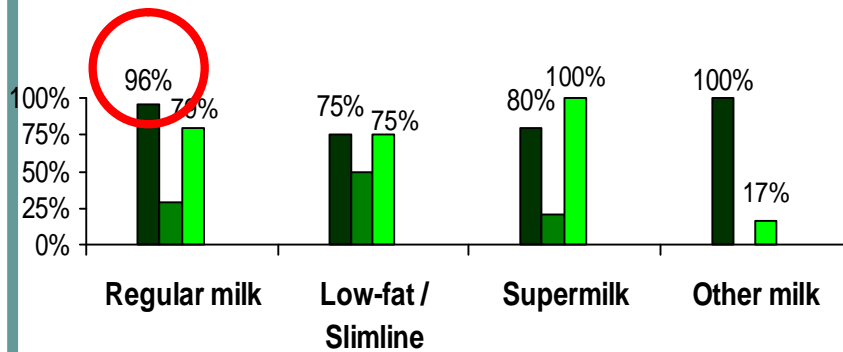
Consumption is decreasing (151 litres per capita in 2002 to 143 litres in 2007) (Source: Datamonitor)



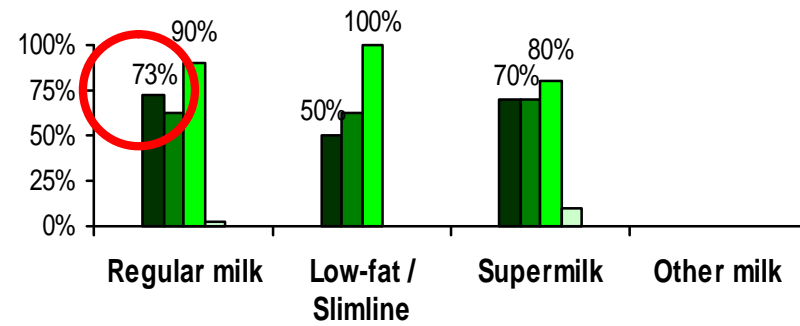
Consumption of milk as a 'beverage' decreases with age

- As we grow up, we tend to move away from drinking milk as a beverage

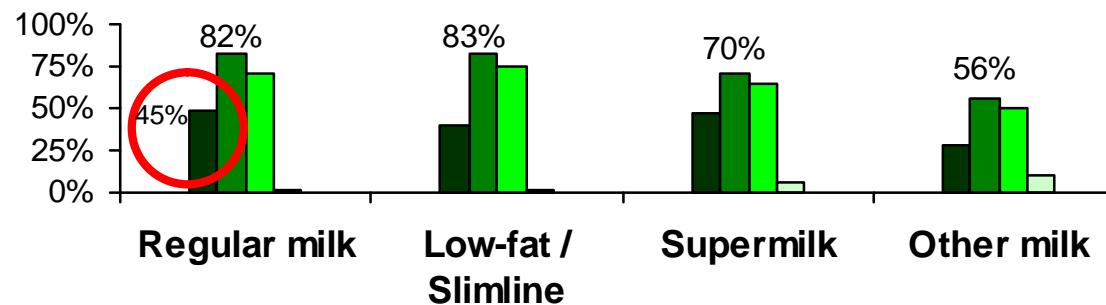
Pre-school



Secondary



ADULTS



■ On its own as a drink
■ With a hot drink
■ With cereal
■ Any other way

Regular milk: Base 270 adults
 Low-fat / Slimline: Base 153 adults

Supermilk: Base 53 adults
 Other milk: Base 18 adults

BMR Research

Milk and Dairy - UNDERUTILISED

- | Men: 2.5 servings daily
- | Women: 1.5 servings daily

(IUNA/NDC, 2002)

Attitudinal data (IUNA, 2001)

Table. % subjects selecting the most appropriate response re. self-assessed adequacy with respect to consumption of various foods (IUNA, 2001)

Food/ drink	n	Eat/drink about the right amt	Eat/drink too much	Eat/drink too little	Don't eat/drink	Don't know
Milk	1251	61	9	22	4	4
Cheese	1253	46	16	21	14	3
yoghurt	1252	29	2	31	35	3

Attitudinal Data – Adults (IUNA, 2001)

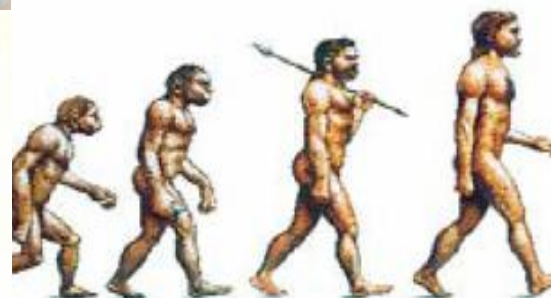
“i don't need to make changes to my diet as it is healthy enough”

		n	Strongly agree	Tend to agree	Tend to disagree	strongly disagree	Don't know
Total sample		1254	11%	41%	30%	11%	7%
Sex	Male	583	13%	42%	28%	9%	8%
	Female	671	10%	40%	32%	12%	6%
Age	18-35yrs	491	5%	36%	37%	14%	8%
	36-50yrs	473	11%	44%	30%	10%	5%
	51-64yrs	290	23%	43%	20%	5%	8%

Public health issues in Ireland??



the shape of things to come



Dietary Habits



- | **National Childrens Food Survey**
 - | Mostly white bread
 - | Mostly processed meat
 - | Low fruit and veg intakes
 - | Sugary drinks
- | **Main source of energy:**
 - | Bread & cereals
 - | confectionary/snacks/biscuits
 - | Milk & dairy
 - | Potatoes (IUNA, 2005)

Public health issues in Ireland??

NTDS



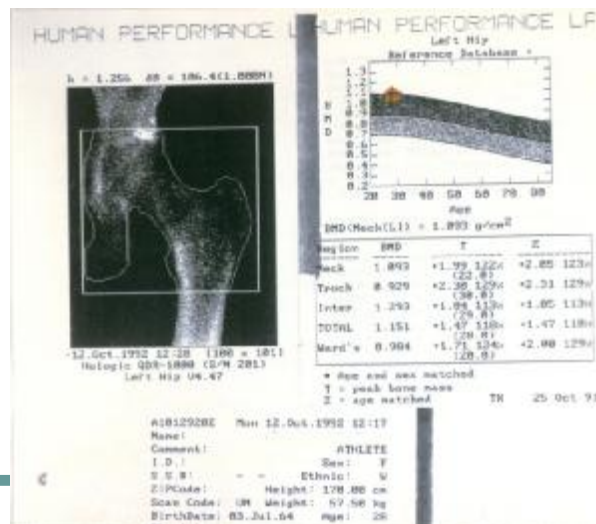
WIDESPREAD LOW VITAMIN D



RICKETS



OSTEOPOROSIS



Food Fortification

- | *Addition of one or more essential nutrients to a food whether or not it is normally contained in the food*

Codex Alimentarius Commission, 1987

Food Fortification

+

Improves micronutrient intake without significant changes in eating patterns which are notoriously difficult to achieve at population level

Restoration of nutrients lost during food processing e.g. Adding iron & thiamin back to white and brown flour

Substitution e.g. Margarine with added vitamins A and D

Stability e.g. Vitamin C added as an antioxidant (E300) in tinned veg

-

Not a substitute for balanced diet

Potential implications for other nutrients in the diet e.g. Folic acid and masking of B12 deficiency

Excessive intakes – public health risk

Contribution of Fortified Foods to nutrient intakes in Irish Adults

- Fortified food consumers (IUNA, 2001)
- 2% of 3000 foods recorded were fortified
 - Cereals, fortified milk, other beverages, cereal bars
- Data collection 1997-1999
- Fortification significantly improve adequacy of intake of riboflavin, folate, vitamin D and iron in women
- Did not contribute to increased risk of adverse effects from excessive intake

Hannon et al., 2007

Contribution of Fortified Foods to nutrient intakes in Irish Children

Table. Mean daily intake < average requirement

	Percentage with MDI<AR			
	Boys (<i>n</i> 290)		Girls (<i>n</i> 293)	
	Added nutrients not included	Added nutrients included	Added nutrients not included	Added nutrients included
Vitamin A	23	22	26	24
Riboflavin	21	8	23	13
Vitamin B ₆	13	3	17	3
Folate	57	20	67	35
Vitamin C	13	10	13	10
Ca	32	28	42	35
Fe	75	28	85	51

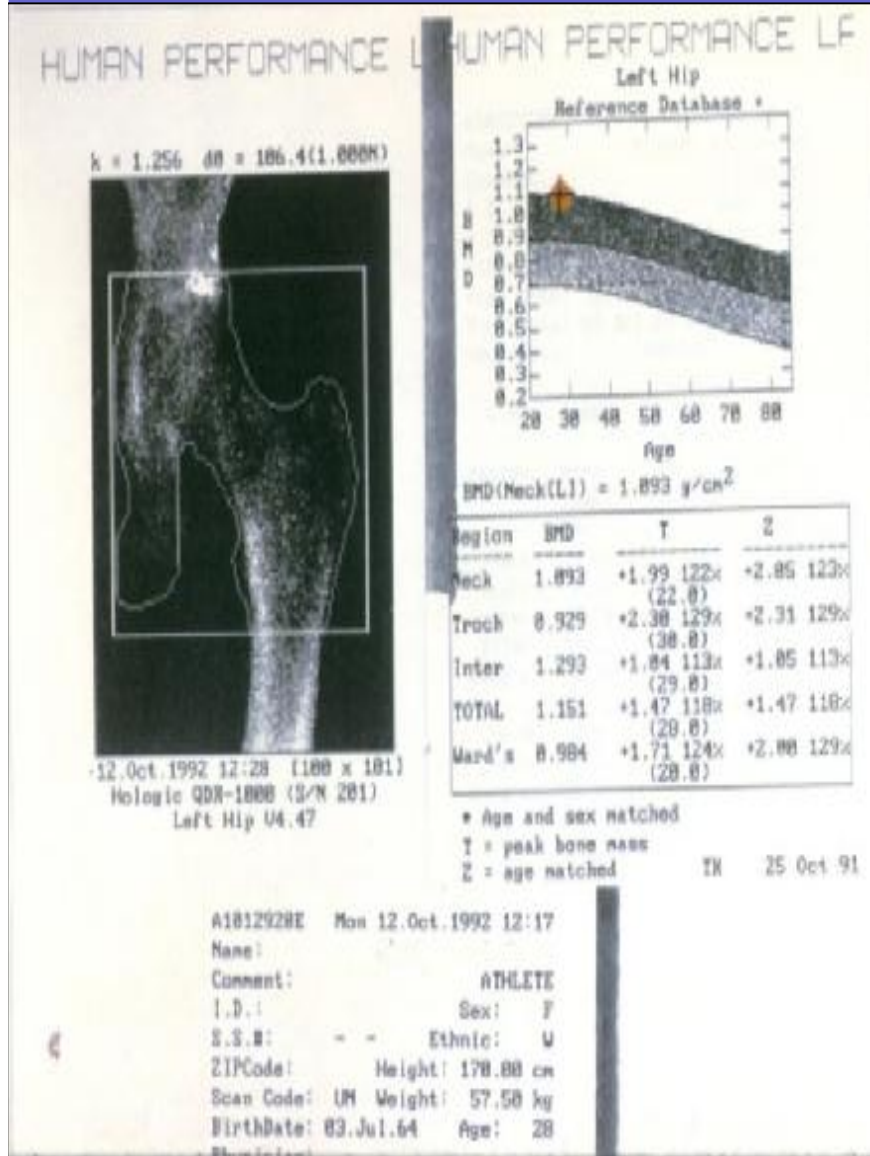
Hannon and Flynn, 2006

The role of **fortified milk** in the context of public health nutrition issues in health and disease

- Osteoporosis
- Widespread inadequate vitamin D
- Re-emergence of rickets in infants
- Neural Tube Defects



Osteoporosis



- **Commonest disorder of bone**

- **Fracture >50 yrs**
 - 1:3 women
 - 1:5 men

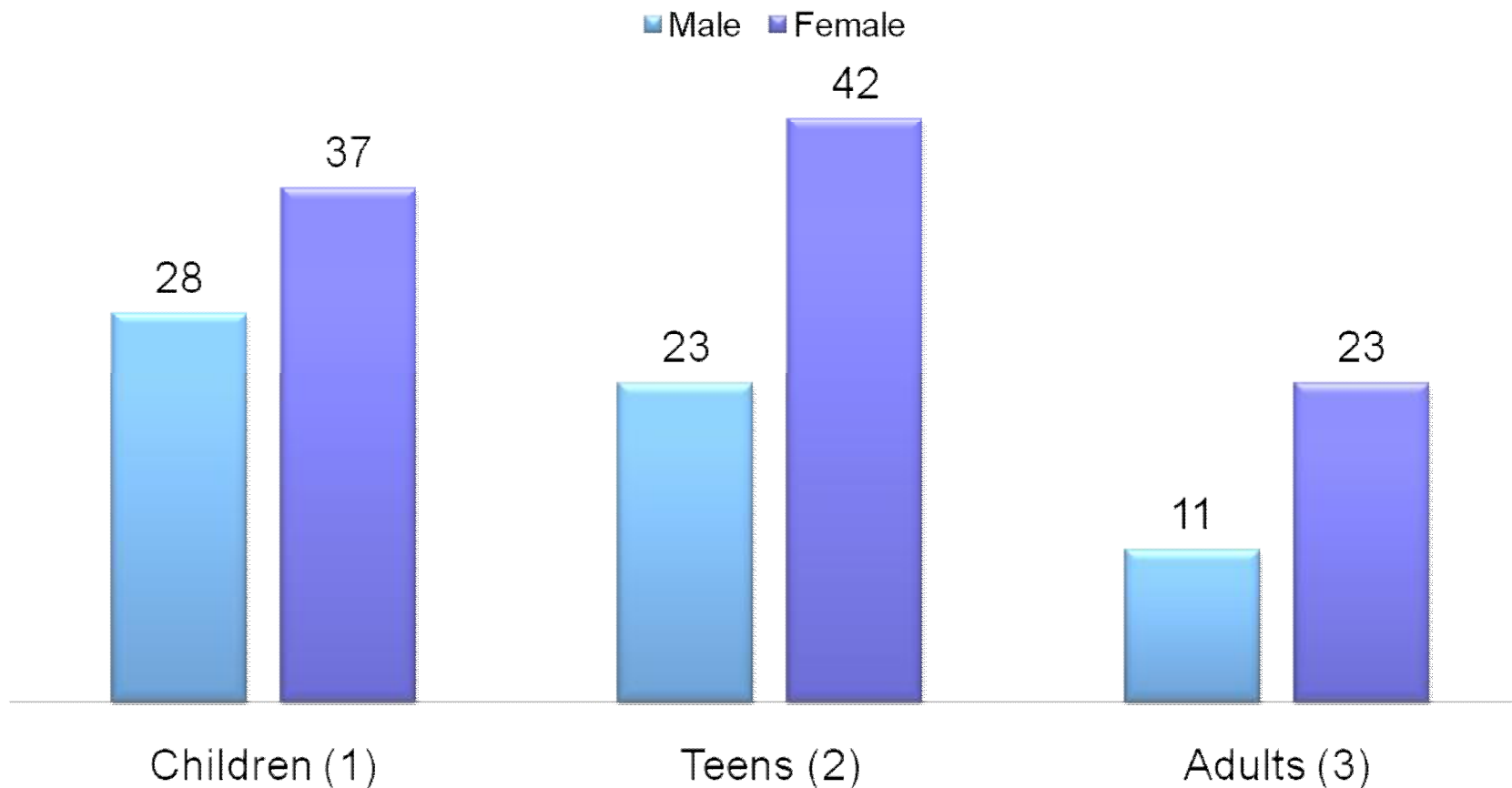
- **Major challenge to healthcare**

- **Largely preventable**

Osteoporosis Risk Factors – 'healthy' population

Unmodifiable	Modifiable
Genes	Lack of dietary Calcium or Vitamin D
Female	Lack of / excessive exercise
Aging	Excess alcohol intake
Early menopause/hysterectomy	Cigarette smoking
Reduced sun exposure	Restricted dieting

Prevalence of calcium inadequacy in Ireland



(1) IUNA, 2005

(2) IUNA, 2008

(3) Hannon et al., 2001

Vitamin D deficiency

- | High risk populations
 - | Elderly/institutionalised
 - | Hospital in-patient population
 - | Infants
 - | Ethnic minorities
 - | pregnancy

Widespread vitamin D inadequacy/deficiency

- Mean daily intakes (IUNA)
 - 2.3 μ g children
 - 2.7 μ g teens
 - 3.7 μ g adults



- Widespread vitamin D inadequacy in healthy population (Keane et al., 1995; Hill et al. 2005, 2006, 2008; Andersen et al. 2005; McCarthy et al. 2006; O'Sullivan et al. 2008)
- Re-emergence of rickets in infants & toddlers

Patients at risk of osteoporosis

- | Coeliac disease
- | IBD
- | Low BMI (<19kg/m²)
- | Female athlete
- | Downs Syndrome
- | Restrictive Diets
- | Eating disorders
- | Chronic Renal Failure
- | Chronic Liver Disease
- | Hyperthyroidism
- | Prolonged immobilisation
- | Premature menopause
- | Prolonged 2° amenorrhoea
- | Cushings syndrome
- | Corticosteroid therapy
 - PO prednisolone ≥3m
- Anticonvulsant therapy

Adapted from Royal College of Physicians, 1999

Patients *with* Osteoporosis

- | Particularly those with history of minimal trauma fractures, poor balance, musculoskeletal problems or history of frequent falls

- | Aims should be
 - | Dietary intervention to correct undernutrition or micronutrient deficiencies
 - | Avoid overconsumption of calcium-wasting agents (e.g. NaCl, caffeine)
 - | If on bone sparing therapies, **extra nutrients to meet demands of new bone vitamin D, protein)**

(Goulding, 2003)

Elderly

- Calcium – role in fracture prevention regardless of presence of osteoporosis
- Calcium **and** vitamin D supplements for fracture prevention – especially in frail elderly

(Avenell et al. 2005)

Fortified Milk in Practice

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Energy (kcal)	98	128
Protein (g)	6.8	6.6
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Fortified Milk Trials – Vitamin D & Calcium

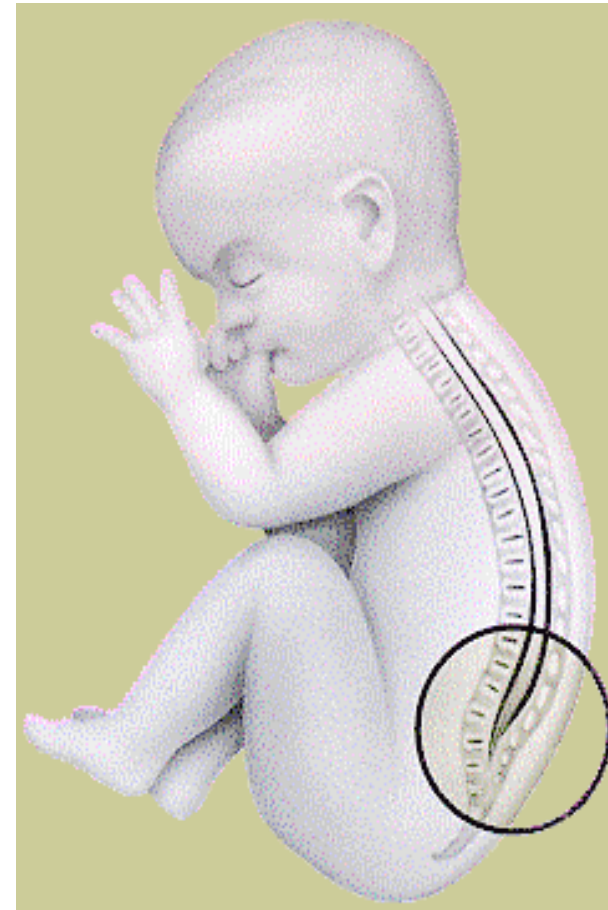
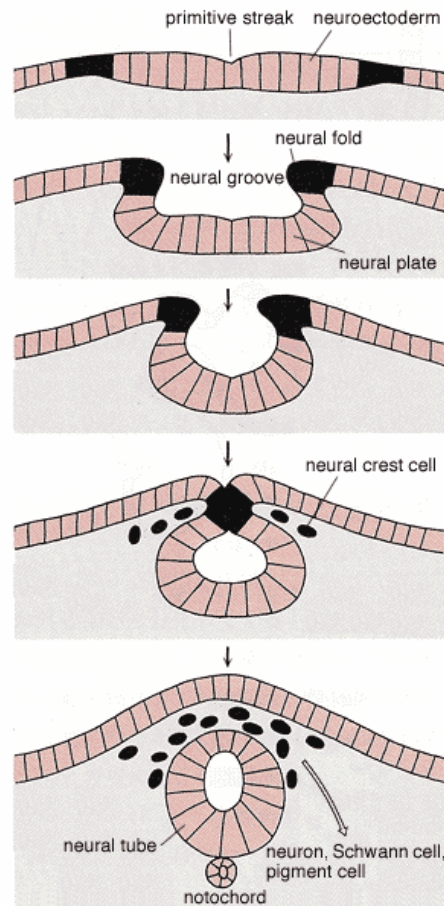
Subjects	Trial	Intervention group	Results	Reference
84yrs n=78 In-patients	3m RCT	>250ml vitamin D fortified milk	ñ 25(OH)D*	Keane et al. 1992
n=102 17-54yrs M & F	RCT	>2L fort milk/wk (3.4µg Vit D + 436mg Calcium /d)	Less seasonal ò in 25(OH)D*	McKenna et al. 1995
>66yrs n = 51 Free living	1yr RCT	500ml fort milk (5ug vitamin D)/d	ñ 25(OH)D* ñ calcium*	Keane et al. 1998
>50yrs men N=149 Free living	2yr RCT	400ml fort milk (1g Ca + 20ug Vit D/d)	ñ 25(OH)D* ò PTH* ò bone loss	Daly et al., 2006

*(p < 0.001)

Finland

- Mandatory fortification of dairy with vitamin D since 2003
- Mean serum 25(OH)D conc during winter \uparrow by 50% (men 18-28yrs) (Laaksi et al. 2006)
- serum 25(OH)D conc \uparrow (4yr old children) ($p=0.002$) (Piirainen et al. 2007)
- Slight \uparrow in serum 25(OH)D during winter but not significant (18-21yrs) (Valimaki et al., 2007)

Neural Tube Defects



Neural Tube Defects in Ireland

I Incidence

- I 0.8-1.5/1000

I Prevalence

- I Increased incidence in families of Celtic and Irish heritage (genetic)
- I Increased incidence in families

I ?Prevention

- I Peri-conceptual supplementation with folic acid can prevent up to 70% NTDs

Neural Tube Defects + Folate

Just 2% women aged 18-35yrs and 5% women aged 36-50yrs achieved RDA + 400µg supplement recommended for women of reproductive age 3



O'Brien et al., 2001

Neural Tube Defects + Folate

	Male	Female
Children (5-12 yrs) ¹	21	36
Adolescents (13-17 yrs) ²	5	29

Figure. % inadequate intakes of folate, IUNA

¹ IUNA, 2005; ²IUNA, 2008

National Committee on Folic Acid Fortification (FSAI, 2006)

- Mandatory fortification of flour
- All women of reproductive age + sexually active – additional 400µg supplement peri-conceptually until week 12 of pregnancy
- Consume foods fortified with FA + natural foods sources to meet RDA (300µg) for individual needs
- If on long term medication, discuss with doctor re. potentially higher FA requirements



Risk factors for low folate in practice

■ Medications

- Metformin
- Low dose Methotrexate
- Sulfasalazine
- Anti-convulsants

■ Malabsorption

- Coeliac, Crohn's

Folate and Elderly

- Likely widespread folate deficiency in elderly (11-28%) (Russell & Suter, 1993)
 - Anaemia, cognitive impairment and depression
- Fortified milk study in elderly ward in SJH
 - Approx 200ml fortified (38µg/100ml) or unfortified milk/day
 - Significant increase in red cell folate in intervention group after 6m (Keane et al. 1998)

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Summary

- Unbalanced diets in health & disease
- Widespread dietary inadequacies & evidence of deficiency
- Public Health Nutrition issues relevant to our patients, across the board
- **Fortified milk simple, convenient, cost effective way to contribute to nutrient intakes**

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