

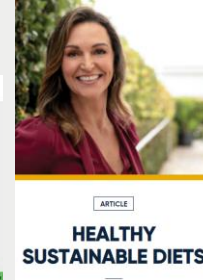
HUMAN HEALTH AND NUTRITION AT DAIRY AUSTRALIA

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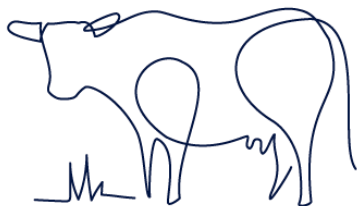
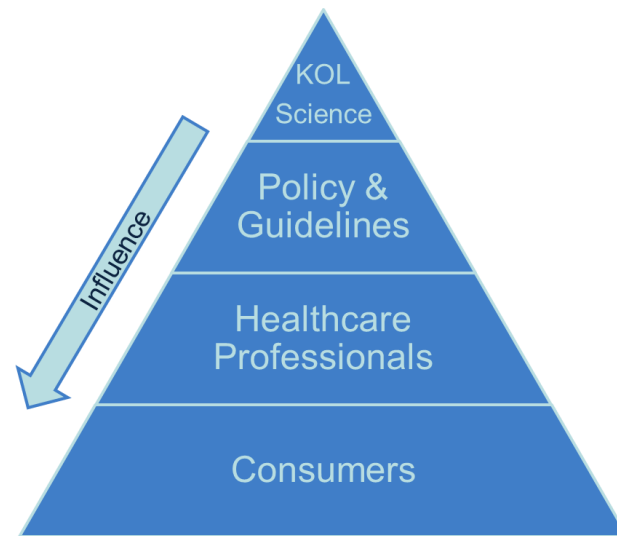
AGENDA

- Plant based products
- Australian Dietary Guidelines
- Fractures trial – healthy ageing with dairy

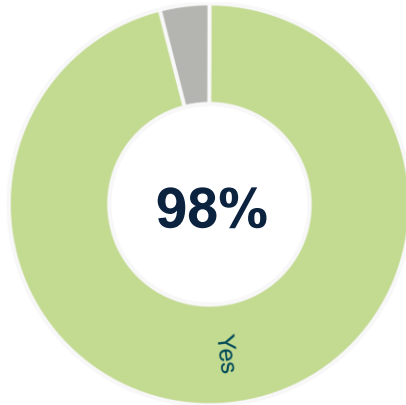


WHY DOES DA INVEST IN HEALTH AND NUTRITION?

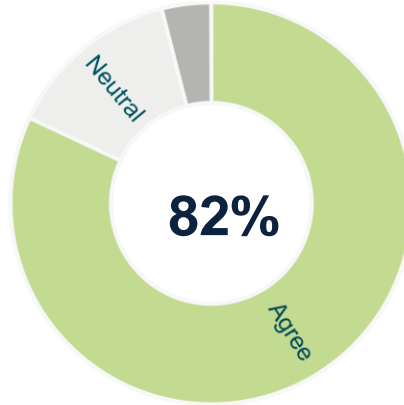
- To ensure that dairy foods continue to be recognised as part of healthy and sustainable dietary patterns by Australian nutrition guidelines, key opinion leaders (KOL) e.g. policy makers and Health Care Professionals (HCPs)



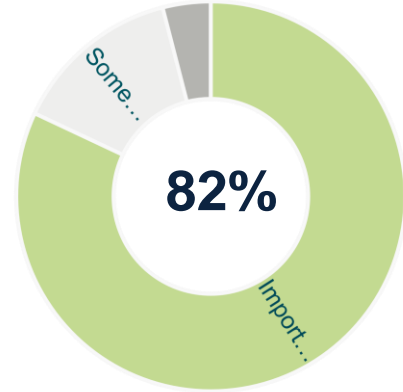
DAIRY STILL VALUED IN AUSTRALIA



Households regularly purchase milk



It's important to support the Australian dairy industry



See dairy as important in the diet



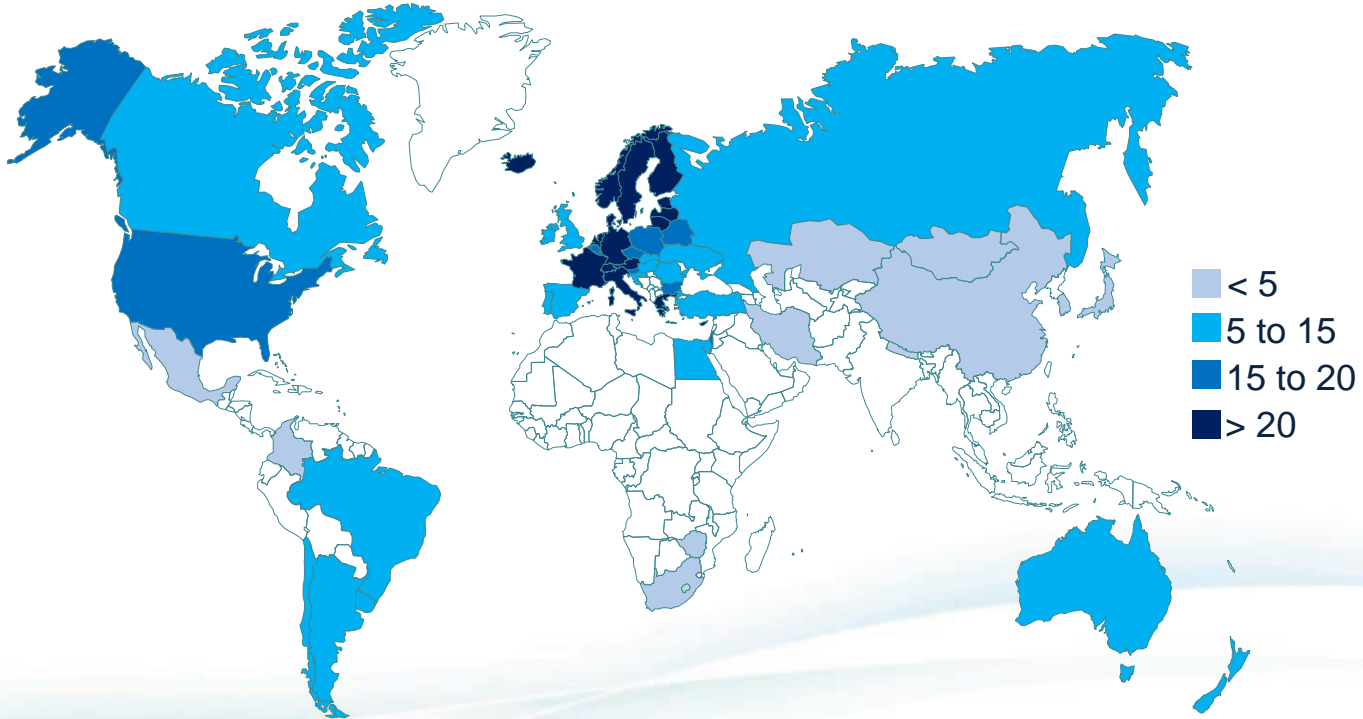
MILK CONSUMPTION

per capita consumption of liquid milk in kg (2020)



CHEESE CONSUMPTION

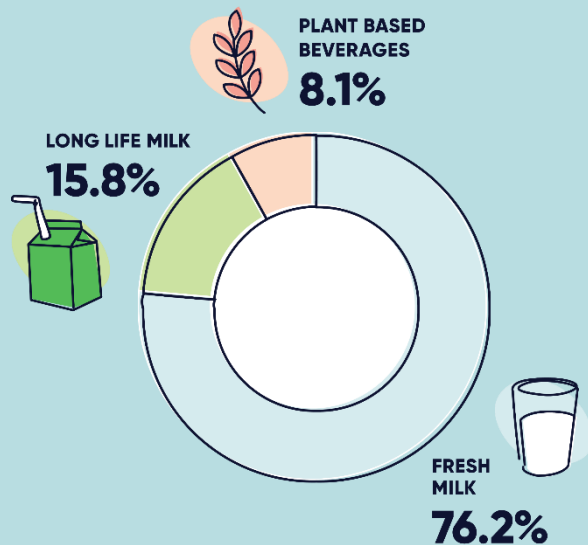
per capita consumption of cheese in kg (2020)



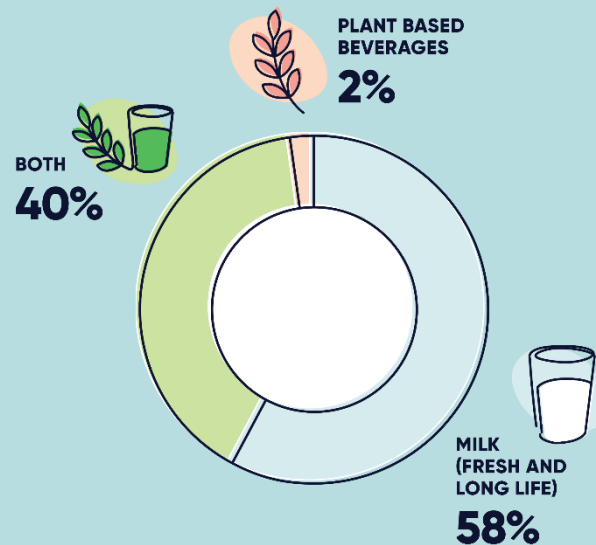
Source : International Dairy Federation National committees of IDF, USDA, Eurostat

MILK PREFERRED OVER ALTERNATIVES

Share of Retail Milk and
Plant-Based Beverage Market



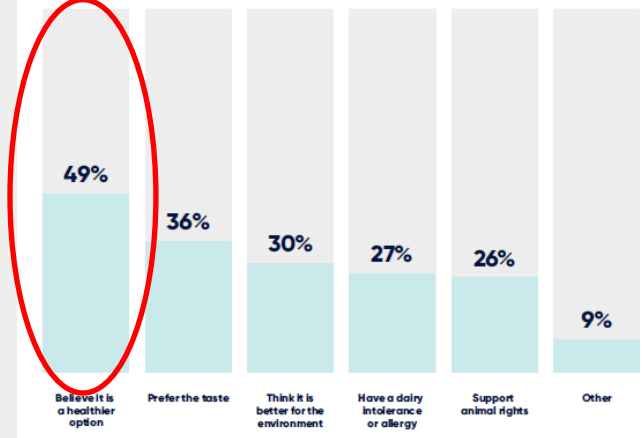
Buyer Exclusivity
and Duplication



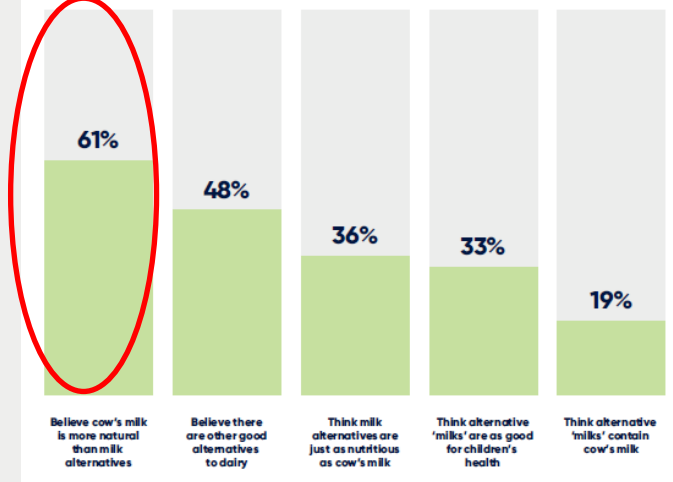
CONSUMER PERCEPTIONS



Main reasons for buying alternative 'milks'
Among those who buy alternative 'milks'



Attitudes to alternative 'milks'
Among total market



lia

NEW RESEARCH : NUTRIENT RICH FOOD INDEX



foods 

Article
An Alternative Nutrient Rich Food Index (NRF-ai) Incorporating Prevalence of Inadequate and Excessive Nutrient Intake

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Abstract: Most nutrient profiling models give equal weight to nutrients irrespective of their utility to the food system. There is also a degree of arbitrariness about which nutrients are included. In this study, an alternative Nutrient Rich Food Index was developed (NRF-ai), where all discrete adequate intake) incorporating prevalence of inadequate and excessive nutrient intake among Australian adults. Weighting factors for individual nutrients were based on a dataset of weight-adjusted intake data from the Australian Health Survey describing the proportion of the population with usual intake less than the Estimated Average Requirement defined by the Nutrient Reference Values for Australia and New Zealand. All nutrients for which data were available were included, so rating judgments about which nutrients to include, although some nutrients received little weight. Separate models were developed for males and males and for selected age groups, reflecting differences in nutrient requirements and usual intake. Application of the new nutrient profiling model is demonstrated for selected dairy products and alternative protein-rich foods, and discretionary foods. This approach emphasises the need to identify foods that are rich in those specific nutrients for which intake is below recommended levels and can be used to address specific nutrient gaps in subgroups such as older adults. In addition, the new nutrient profiling model is used to explore other sustainability aspects, including affordability (NRF-ai per AUD) and eco-footprint (NRF-ai environmental impact score).

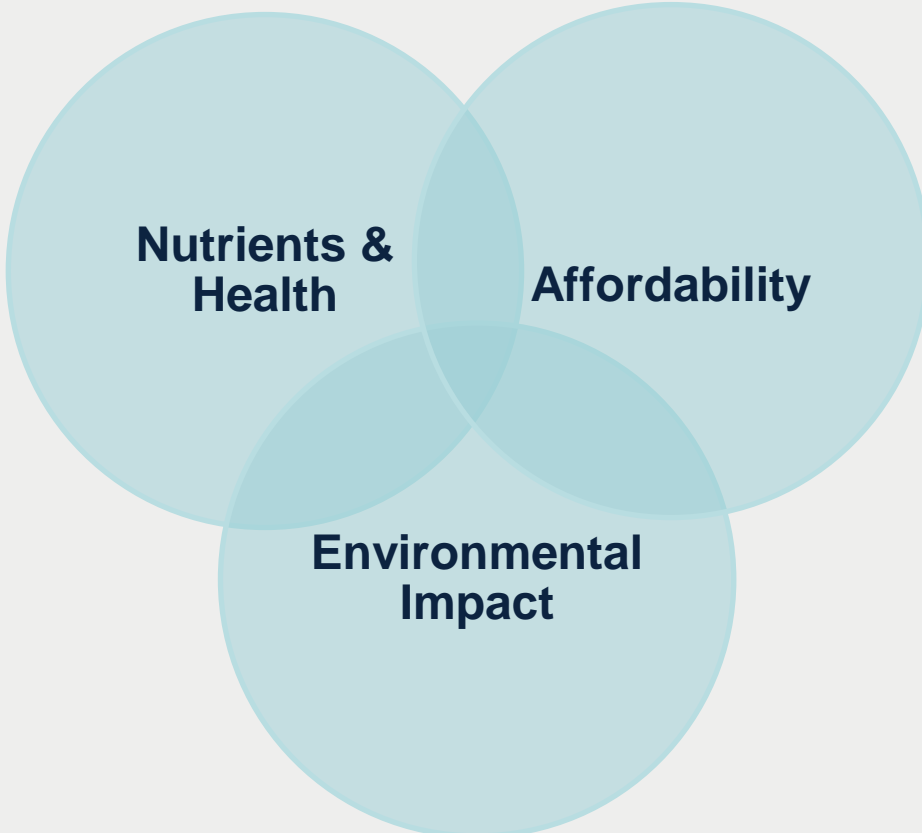
Keywords: affordability; Australian Health Survey; dairy foods; discretionary foods; eco-footprint; ISO 14065 nutrient profiling; protein-rich foods; sustainable diet

1. Introduction

The food system is an important source of greenhouse gas emissions and other environmental impacts that at the global level are being addressed by governments [1,2]. Poor diets are also linked to many diseases and adoption of healthy sustainable diets is therefore vital to address these problems [3,4]. However, it can be challenging to create a healthy sustainable diet, as across different regions, as do specific environments as well as cultural dietary preferences. The crisis However, in the opinion of some observers, many sustainable diets are poorly substantiated and low consumption of discretionary (also called indulgy impact) dairy quality and intake dietary environment the intake of these foods, which are energy-dense. Suggestions to limit or exchange healthy food choices as they have potential for individual nutrient source food group can have very different nutrient

1. Introduction

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Dr Brad Ridoutt, Life Cycle Analyst, CSIRO

THE FINDINGS

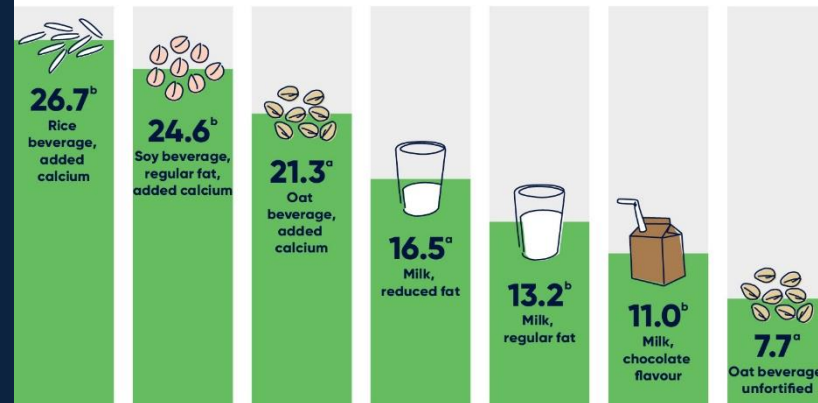
Nutrient Rich Food Score (NRF-ai) per standard serve (250mL)



Nutrient Rich Food Score (NRF-ai) per dollar (\$)°



Nutrient Rich Food Score (NRF-ai) per EI



PLANT BASED is a HOT TOPIC IN AUSTRALIA

Dairy Australia is supporting ADF and ADPF

- **Ministerial working group “The Labelling and Marketing of Plant-based Alternatives to Meat and Meat-based and Dairy products”** proposed voluntary recommendations
- **Senate inquiry open** – “Definitions of meat and other animal products”

Growth of plant based ‘cheese and yoghurt’ products in the market place

Dietary Guideline review – what will be recognised as:

- healthy versus unhealthy or
- ultra processed
- A review of the evidence and definition of ‘plant-based products’ including (but not limited to) nutrient quality and quantity, bioavailability and established health outcomes.

Australian Dairy Industry Council are asking for improved labelling and marketing of plant-based products promoting themselves as alternatives to dairy

- accurately and truthfully describe the product
- do not mislead the consumer over what the product contains (including its nutrition content and health benefits)
- does not denigrate other food groups
- whilst continuing to 'foster industry innovation'



Key messages

Any reference to milk in this document refers to **cow's milk**.

1

Milk is an affordable nutrient powerhouse, naturally containing an array of nutrients in a unique matrix that are well absorbed by the body and deliver positive health benefits.

2

Plant-based beverages contain a **different package of vitamins and minerals** which are often added in (through fortification) and often in **smaller quantities than cow's milk**.

3

The **health benefits of dairy** foods are well supported by a **strong body of scientific evidence**, but with only limited evidence to date to demonstrate the limited evidence to demonstrate the health benefits of plant-based beverages.

4

Plant-based beverages represent a **small share** of the **drinking 'milk' market** relative to fresh and long-life cow's milk. In fact, only 2% of households exclusively buy plant-based beverages.

5

Surveys show the main reason people claim to purchase plant-based beverages is the **belief that they are healthier**, indicating a need to educate consumers about the nutrition and health benefits of milk.

6

Suggestions to exchange dairy foods with plant-based beverages in a quest for a more sustainable diet has the **potential for unintended negative consequences** – such as **getting less nutrients but at a higher price**.

7

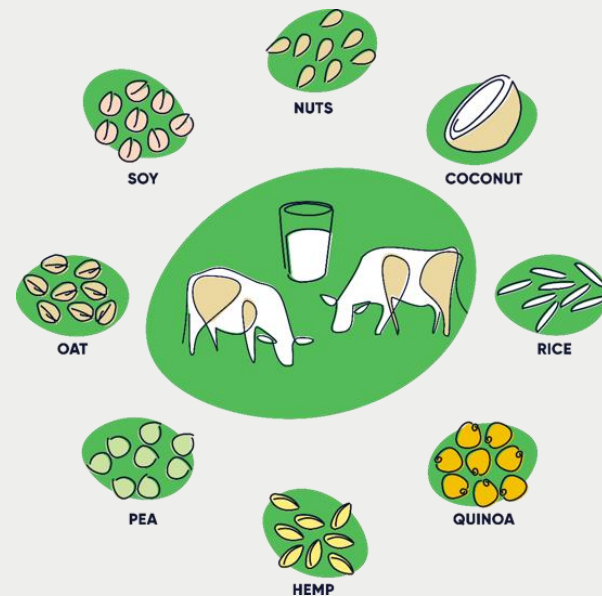
Eating according to the Australian Dietary Guidelines which includes milk, cheese and yoghurt and limits intake of discretionary (or junk) foods will have the **most significant impact on improving diet quality and reducing our dietary environmental footprint**.



PLANT BASED PRODUCTS

DA is very engaged in this space

- Monitoring the data
- Providing technical advice to ADF and ADPF at recent Ministerial working group and at the current senate inquiry
- Working with international colleagues to protect and monitor the regulatory environment, especially at CODEX
- Communicating the evidence
 - Plant based infographic
 - Dairy's role in a Plant-based dietary pattern position paper
- Investing in research
- We've asked for a review of the evidence and definition of 'dairy alternatives' in the Australian Dietary Guidelines



WHAT CAN SADA DO...

- **Engage and drive media opportunities**
 - To drive consistent messaging
 - Correct misperceptions in the media (dairy versus plant based)
 - Promote the value and benefits of milk, cheese and yoghurt
- **Engage SA government staff and policy makers**
 - To keep the senate inquiry recommendations on the agenda (caretaker gov)
 - Push for voluntary recommendations in short-term and continue to recommend regulation change (longer term outcome)
- **Keep dairy on the agenda**
 - Australians value and see dairy as important in their diet
 - Most households (98%) regularly purchase milk



Eating according to the Australian Dietary Guidelines and **limiting intake of discretionary or junk foods** will have the most significant impact on **improving diet quality** and **reducing our dietary environmental footprint**.*