

Doctors say we are not getting enough of the essential nutrients found in milk.

So why is the Government of Canada telling us we should drink less?

The Canadian Government has recently signaled in their latest public consultation that they plan to remove the dairy category from Canada's Food Guide and brand many dairy products as 'unhealthy', despite their widely recognized nutritional benefits. This is not supported by objective science.

Dairy products have long been considered an integral part of a healthy, balanced diet, and the evidence supporting it hasn't changed. Left unchecked, Health Canada's recommendations will not only cripple an important Canadian industry, but have long-term health consequences for all Canadians.



Why is dairy an essential part of a balanced diet?

Dairy ensures the normal development of healthy bones and teeth for our kids, keeps seniors bones strong as they age, and nutrients like calcium, vitamin D and zinc are essential for pregnant and nursing women. And when it comes to protein, researchers confirmed milk proteins ranked as some of the highest quality proteins available, especially compared to plant-based proteins like soy and pea protein.

Moreover, in 2015, Health Canada's own evidence stressed that:

- ✓ The majority of Canadians have low intakes of not only vegetables and fruit but also of milk and dairy;
- ✓ Canadians across all age groups are not getting enough of 8 key nutrients - calcium, magnesium, zinc, vitamin C, vitamin A, vitamin D, potassium, and fibre;
- ✓ Six of these eight are provided by milk products; and
- ✓ Milk products offer several other health benefits including reduced risk of colorectal cancer, heart disease, stroke, hypertension, and type 2 diabetes

Removing dairy from the food guide would suggest that government is more concerned with promoting a specific agenda than the health and well-being of Canadians. Government must also take into account that such a radical change to what it recommends Canadians should eat could have a devastating effect on Canada's beef, dairy and poultry farmers across the country.

Canadians deserve a Food Guide that reflects our best nutritional knowledge, one that promotes a healthy and balanced diet, helps our kids grow, keeps seniors strong, and powers our athletes and Olympians.

For our children's strong bones and the health of our seniors, Canada's Food Guide must maintain Dairy!