

## Bom Dia & World Milk Day-1<sup>st</sup> June



It is indeed a great opportunity for **Bom Dia** to be part of the World Milk Day event, that gave the platform to communicate the benefits of Milk in our lives and about brand Bom Dia. Primarily, on this day, the contribution made by dairy products in sustainability, economic development, livelihood, and nutrition is appreciated.

In Africa, every year one person drinks only 37 litres of milk, while it is 104 litres per year in the world.

Did you know that Milk has several benefits for children:

1. Milk contains nine essential nutrients and vitamins, including protein, vitamins A, D, and B12, calcium, potassium, phosphorus, riboflavin, niacin, zinc, and magnesium. Children who drink milk tend to have “superior” overall nutrient intakes compared with children who don’t drink milk.
2. It is recommended low-fat milk (no more than 2 percent fat) for 1-year-olds for whom weight or obesity is a concern, Greer says. That new advice is aimed at 1-year-olds who are already overweight.
3. Parents to not give up on feeding dairy products to lactose-intolerant children and teens. The reason: The calcium in these foods is important for bone health, and dairy products also contain other nutrients important for growth.
4. Many parents don’t know whether their kids need to drink whole milk, 2 percent, 1 percent, or fat-free.  
It is recommended whole milk, usually 3.5 percent to 4 percent fat, for children up to age 2 because saturated fats are needed for brain development. 8% of brain development occurs in the first two years of life, so you want the fat at that point,

**Bom Dia Milk** has all the benefits that a child needs for his/ her nutrient requirement and growth. Besides, it helps develop brain to a great extent with regular intake of a glass of milk everyday

**Bom Dia Milk Powder** is enriched with Iron and Vitamin A and D3, essential nutrients for your child's healthy development. Offer nutrition and flavor to your family.

The session was interactive and children played games with perfect balance of fun and knowledge, won gifts and prizes for answering questions correctly !