



## **“Daily Dairy Dose” is a project to promote dairy consumption in Romania endorsed by Dr. Mihaela Bilic, MD**

**Bucharest, 10 May 2012** – “Daily Dairy Dose” (DDD) was launched; it is a project endorsed Dr. Mihaela Bilic, MD, nutrition expert, and Albalact, one of the most important players on the Romanian dairy market, with the aim of attracting attention to importance of dairy consumption for a healthy life. The campaign is motivated by the very low consumption of dairy in Romania. According to the survey *Euromonitor International 2011* supplied by Tetra Pak, Romanians are on the second-to-last place in terms of consumption of industrialized milk in Europe, with **12.6 kg/year per capita**, only Bulgarians consuming less (9.2 kg/year), against an average in Eastern Europe of **33.5 kg/year**, and an average consumption in the Western Europe of **67.5 kg/year** per capita. The same second-to-last place goes again to Romanians when it comes to yogurt and buttermilk, with 8.1 kg/year, while the Eastern European average is 12.1 kg/year per capital, and Western Europeans consume in average 19 kg/year.

“To keep us healthy, we need 1 g of calcium every day, irrespective of gender, age or activity carried out. The calcium found in milk is the standard of reference its solubility, absorption and availability in the human body. A dose of calcium means 300 mg no matter if it comes from a glass of fresh milk, two small yogurts, a cup of cottage cheese, a “triangle” of yellow cheese, or two table spoons of scraped Parmesan cheese. We need consume three doses of calcium every day, that is **DDD (Daily Dairy Dose)**. Given the diversity of products milk can be turned into, it is virtually impossible not to find a “milk” to our liking, as the stake here is our health!”, explains Dr. Mihaela Bilic, MD.

According to Mihaela Bilic, consumption of the **Daily Dairy Dose** benefits not only our bones and digestion system, but also an enhanced resistance to diseases, lower cancer risks, or reduced blood pressure.

“Milk and dairy products contain a set of natural compounds (minerals, essential aminoacids, lactic bacteria, phospholipids) whose biological value and efficiency cannot be matched by any other foodstuff. With its contribution of calcium, phosphorus and proteins, milk is the perfect food for an optimal bone growth, being the product of reference in nutrition-based prevention of osteoporosis. The nutritive elements in milk “strengthen” not only the bones, but also the immunity system, and teeth, ensure optimal digestion, reduce blood pressure, and help maintaining a balanced weight”, adds Dr. Mihaela Bilic, MD.



The DDD campaign will be carried out between May-December 2012 at national level. In the long run, the project aims to raise awareness of various categories of public of the benefits of dairy products and the best ways to consume them. The campaign will continue with a national road-show featuring Dr. Mihaela Bilic, MD, in the most important cities across the country to allow direct interaction with the audience and opinion leaders. Online communication is another important component of the campaign. It includes the campaign's Facebook page, constantly providing useful information about the benefits and importance of dairy consumption, and facilitating a direct dialog between Dr. Mihaela Bilic, MD, and the public, as well as well-researched information materials published on websites and blogs with important traffic.

“We believe it is our responsibility, as producer in the dairy industry, to provide accurate information to, and educate people about the benefits of milk and dairy product consumption. This is because, as the surveys show us, consumption of dairy products, which are among the healthiest foodstuff, is very low in Romania, and we can attribute this to insufficient education in respect of a healthy diet, and loosing the habit to drink milk and consume dairy products. This is why we thought it would be good to talk to people about the Daily Dairy Dose, the optimal and healthy dose, which should not be missed in any of our daily meals. We highly appreciate the support of the nutrition expert Dr. Mihaela Bilic, MD, in our endeavor, and we hope this campaign would turn into a long-term action that helps us reach the largest and most diverse audience possible”, says Cristina Miclea, Marketing Director with Albalact.

#### ***About Mihaela Bilic***

*Dr. Mihaela Bilic, MD, is one of the most nutritionists in Romania. She graduated the General Medicine Faculty of Medicina “Carol Davila” University of Bucharest, and currently she works as a primary care physician specialized in Diabetes and nutrition illnesses. She published three books: “Silueta dincolo de mituri” (2005), “Traiesc, deci ma abtin” (2007), and “Sanatatea are gust” (2011).*

#### ***About Albalact***

***Albalact - Alba Iulia*** is one of the three largest Romanian milk and dairy producers. Established back in 1971, Albalact was converted into a joint-stock company in 1990, and later on privatized in 1999. Albalact has more than 700 employees and 6,000 stock holders, and is listed in the second category of the Bucharest Stock Exchange. Since 2009, Albalact has been holding 96.46% of the stock of Raraul Campulung Moldovenesc. Presently, Albalact markets fresh pasteurized and UHT products under its brands **Zuzu, Fulga, De Albalact and Raraul**.