

Sip by sip to well-being

Useful and important points regarding
nutritive value, properties, characteristics and
the way of consuming dairy products

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Introduction:

One of the most important factors forming the nutritional pattern of the society is sum of habits and the nutritional culture of the people in that society.

These habits are formed in the family ever since they were born. This, in turn depends on the circumstance the society makes. But sets of factors making the circumstance are derived from the society's culture. Customs and rituals that are influenced by geographical, cultural, economic and the nutritional awareness in the people of that society.

The available information suggest that, presently the outbreak of chronic diseases are alarming in our country. High percentage of the country's population are suffering from obesity that can cause cardiovascular diseases, diabetes and different types of cancer. One of the main causes can be changing the consumption pattern and incorrect nutritional habits. On the other hand, the incidence of malnutrition in children and the shortage of micronutrients (the shortage of ferrous, zinc, the vitamins A, D, B2, and calcium) in different groups of people in the society, people's nutritional beliefs and behaviors, and nutritional unawareness are among the basic factors. Thus, promoting people's nutritional culture and knowledge becomes an undeniable necessity and the relevant organizations are making an increasing effort in this regard.

In the same regard, the authors of this book, taking advantage of the latest scientific knowledge provided scientific points about dairy products and their properties in simple words regardless of all the scientific details. In addition, it has been attempted to introduce the products of the Pak pasteurized dairy product's company honestly and avoiding the commercial exaggerations. We hope it is useful for

the interlocutors. It is a step, not considerable though, toward enhancing the nutritional knowledge of our dear compatriots.

Best wishes

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