

### **ASSIGNMENT -1**

1.Create a blog or website using BlogSpot and WordPress. customise the theme design and post new article with 500 words.

Blogspot url:

<https://www.blogger.com/blog/post/edit/36341877227840790>

WordPress url:

<https://giftson181.wordpress.com/?p=12>

2.Create a new Facebook Business page and post one social media poster for your brand.

<https://www.facebook.com/profile.php?id=61550519797691&mibextid=ZbWKwL>

3.Create and design a social media advertisement poster using canva.



4. Create email newsletter design using MailChimp or Canva tool.



## Plant-based beverages, presented as alternatives to milk: What you need to know

Reference article on the Rediscoverdairy website: [Dairy as part of a plant-based diet](#)

Plant-based products are increasingly promoted as alternatives to milk, yoghurt and cheese.  
Here is what you need to know about how they compare nutritionally

### A Terms

#### 1. What is a plant-based diet?

A plant-based diet refers to dietary patterns with a greater emphasis on foods derived from plants, such as fruits and vegetables, whole grains, pulses, nuts, seeds and oils.

Such diets do not exclude animal foods completely, but include proportionally more plant-based foods.

#### 2. What are plant-based milk alternatives?

Plant-based milk alternatives are water-based beverages made from extracts of legumes, cereals, nuts or seeds and with several additives added. They are often fortified to mimic the nutritional profile of milk.

These products are also referred to in this document as plant-based beverages or plant-based alternatives.

#### 3. What is milk?

Milk is a liquid food produced by the mammary glands of mammals. It is a single-ingredient product, meaning no added ingredients, and contains many important nutrients in their natural and most bioavailable form.

#### 4. What is the milk matrix?

The milk matrix refers to the specific structure of milk and the unique combination of nutrients and bioactive factors, and their interaction, to produce the overall effect on health.

#### 5. What is a whole food?

Whole foods are foods that are not processed or only minimally processed. These foods are therefore close to their natural state, such as fresh vegetables and fruit, whole grains, nuts, pulses and milk.

### B Key Points

- o Milk and dairy are **nutrient dense** and provide **high-quality protein** and a variety of **important micronutrients** in a form that is **easily absorbed**.
- o Plant-based beverages are often fortified to mimic the nutritional profile of cow's milk and contain additives such as stabilisers, emulsifiers, flavourings, sweeteners and salt. Compared with cow's milk, most of these milk alternatives lack nutritional balance.
- o Cow's milk has a **higher protein content** than plant-based alternatives.
- o Milk contains **lactose**, which is a naturally occurring sugar. In contrast, plant-based alternatives often contain added sugar or sweeteners to enhance their taste.
- o A strong body of scientific **evidence supports the health benefits** of milk and other dairy products. Limited evidence is available on the health benefits of plant-based beverages and the bioavailability of their nutrients in the body.
- o Replacing milk with plant-based beverages can lead to nutritional deficiencies, which could negatively affect growth and development in children and adolescents as plant-based products are naturally low in protein, vitamin B12 and calcium.
- o Plant-based milk alternatives are formulated products that are produced using many food technology interventions, making them highly processed foods.
- o When expressed per kilogram of product, plant-based milk alternatives may seem to have a more favourable environmental impact. However, milk performs better when the impact is expressed according to **nutritional value**.