International School Milk Conference
November 2006
Importance of School Milk Conference to Parmalat

- Proud to be part of this week’s MPO (Milk producers Organisation)
- Together with the Food Agriculture Organisation, support this important initiative
- Parmalat is 100% behind this great initiative of promoting nutrition among children
- Taking note of the next few days and will pledge our full support in ensuring this necessity for our children becomes a reality
Parmalat = Milk Expert
PARMALAT & NOFSA

We are a full member of the International Osteoporosis Foundation

We support the Bone and Joint Decade

Free digital ribbon initiative

Click here
First Growth

Fresh. It’s in everything we do.
First Growth is a ready to drink fortified milk for children between the ages of 1-3.

First Growth provides the iron, additional vitamins and essential fatty acids that children between the ages of 1 and 3 need most.

First Growth is available in 1l and will be soon available in 200ml.
Brand Education
Introducing...

SMART GROWTH

Fresh. It’s in everything we do.
Product Definition

- Smart Growth fortified milk has been specifically developed for children aged 4-8 where physical and cognitive development is crucial in this age group
- Smart Growth contains Vitamega, a unique blend of Vitamins and Omega, the essential nutrients needed for cognitive development
- Smart Growth is available in 1l and will be launched in 200ml early next year
= Milk Experts