get from 3.5 ounces of cooked fish, as much calcium as 2 ¼ cups of broccoli, as much potassium as a banana, as much vitamin A as two baby carrots and as much phosphorus as a cup of kidney beans, according to the US National Dairy Council. Like a retirement fund, you have to start banking your calcium early by drinking milk— you will lose it slowly later in life, they say.

"Unfortunately consumption of milk has declined over the years. Production has increased but we need to produce more for the growing population," says Dr Khursheed Jahan. "Currently consumption of milk per capita per day in Bangladesh is 55 ml whereas the requirement is 250 ml."

We are lagging far behind our neighbours when it comes to drinking milk—"the number is 140 in Nepal, 142 in Sri Lanka, 188 in Maldives, 227 in India and an astonishing 520 in Pakistan." Demand





The government must give subsidies on feed.

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for milk and milk products in these countries are growing with rising incomes and changes in diets. This trend is pronounced in India, now world's largest milk producer and Pakistan where per capita milk consumption per year is one of the highest in the world. And a large portion of the milk they drink comes from buffalos!