



So, which bacteria did you eat today?

26th September, 2007 London, Ontario

The animated DVD produced by ISAPP President Dr. Gregor Reid and Danone France's Dr. Irene Lenoir almost 2 years ago is soon to be launched in **12 languages**: English, French, Spanish, Italian, Polish, Turkish, Chinese, Brazilian Portuguese, Russian, Swahili and Zulu and German.

This highly appreciated educational tool now reaches people in over 40 countries and contributes to a better general awareness about the benefits of fermented milk products and probiotics. The most recent **Swahili and Zulu** versions, made possible through collaboration with Western Heads East contacts in Africa, are to be made available to schools, universities and organizations in different parts of the continent. With the **Community Kitchen project in Tanzania being expanded soon into Kenya**, and with the launch of fermented milk products in South Africa, it is hoped that more and more people will re-acquaint themselves with the advantages of fermented milk as a healthy food. The animated movie explains some of these health benefits, while also avoiding the fear that people think yogurt is some sort of medicinal cure.

For more information contact local Danone representatives

For enquiries about the production of the DVD contact Dr. Gregor Reid. Tel: 519-646-6100 x65256; gregor@uwo.ca

Free copies of the DVD for educational purposes, are available through Danone head offices in countries where the company operates. Note, the DVD does not promote any company products.