



3. Lucky Star Pilchards are rich in Calcium

Your skeleton supports your body, giving it shape and form. Without it the whole body would collapse. It also protects the soft organs; for example the cranium protects the brain and the vertebrae protect the spinal cord. The ribs and breastbone protect the heart and the pelvis the reproductive organs. Another of its functions is to make blood. Red and white blood cells are made inside certain bones. Lastly, the skeleton brings about movement. The skeleton works with muscles which are attached to it to bring about movement. It is made mainly of bone which is hard because it contains calcium. This is why growing children need plenty of it in their food. When calcium is removed from bone, the bone becomes soft like rubber - nobody would like a skeleton like that! Calcium is a mineral that is not only vital for a rigid skeleton but also for blood-clotting, nerve function and muscle activity. If the calcium level in your blood falls below its normal range, the body will begin to draw on the supply in your bones.

Remember, too, how important calcium is for strong, white teeth!

Calcium is important for young and old:

From birth to age 18 bones are forming and growing and calcium is essential for that. The pregnant mother needs calcium for herself and her unborn child. Calcium from the mother's body is used by the developing baby, putting increased demands on the mother's supply. It is essential that she should consume more calcium for her own and her baby's health.

As you grow older your body's supply of calcium begins to dwindle and then the body draws its calcium from the bones. This happens for several reasons : as people get older they become careless about their diet and they often fail to eat enough calcium. They also exercise much less than younger people and studies show that regular exercise makes for stronger and denser bones. It is also a fact that they do not get around in the open as much as they did when they were young. The body needs the ultra-violet rays of the sun in order to manufacture vitamin D. Now, if you have a combination of a deficiency of vitamin D with a poor diet (calcium intake) bone brittleness results. This results in women after menopause losing the protective effect of a hormone called oestrogen and this means rapid bone deterioration.

Many experts believe that calcium-rich foods, dietary supplements and exercise can prevent serious calcium loss and that is why you must eat **Lucky Star Pilchards** as their bones are rich in calcium!

Lucky Star Pilchards are caught in the cold currents of the west coast and brought back to shore in cold water. From the boat they are taken immediately to the factory close by in the dockyard. Their heads and tails are quickly removed and they are gutted, put into cans and cooked. Sauce is added and the can is sealed. This means that the bones are so soft that even a toddler can eat them - so either eat the fish as it is, bones and all, or mash the bones in with their sauce. Do not throw the bones away - they are a valuable source of calcium.





A recent World Health Organisation survey confirmed that most people are not getting enough calcium. They found that in particular teenagers, young women and post-menopausal women are consuming less than is healthy.

