



# News Release

## United Dairymen of Idaho

743 North Touchmark Avenue  
Meridian, Idaho 83642  
(208) 327-7050 (208) 327-7054 fax

For Immediate Release

**May - 2011**

**Contact:** Cheri Chase  
Communications Director  
208-332-1645  
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### **Take a Virtual Dairy Tour to Learn About How Modern Dairy Farming**

Boise, ID - With less than 2 percent of the U.S. population involved in farming today, the public has little opportunity to visit a dairy farm. However, people can visit a website designed to help the average person understand how milk is produced, The website, [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org), educates the public about how today's dairy producers care for their animals and their land while growing healthy farming businesses for future generations.

Dairy farmers work hard every day to bring you fresh, great tasting, wholesome milk products. All but one of Idaho's dairy farms are family-owned, and as active members of their communities, farm families take pride in feeding our country and maintaining natural resources.

“Most people are three to four generations removed from the farm, creating a significant information gap,” said Tom Dorsey, an Idaho dairy producer and Co-chairman of United Dairymen of Idaho, which manages the Idaho dairy checkoff program. “As dairy producers, we have an obligation to educate the public about modern dairy farms.”

The site helps consumers understand how dairy producers work hard every day to provide safe, wholesome and nutritious milk and make positive contributions to rural America.

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The site shows consumers the real story of dairy farming, including:

- **Life on the Farm** — Visitors learn about dairy farming from the families who operate the nation's 65,000 dairy farms. Farm profiles include photographs from the farm, and examples of innovative milk production and environmental practices.
- **Dairy Interactive** — Experience life on the farm like you've never seen it before. Video footage guides you through each corner of the dairy, including cows giving birth and environmental practices that help grow healthy crops for cows to enjoy.
- **Caring for the Environment** — Visitors learn how producers protect the land and natural resources by using modern technology, such as digesters to reduce manure odor and upgraded lighting to conserve energy.
- **Quality and Safety** — Consumers learn how the United States maintains an antibiotic-free milk supply and the 10 steps dairy producers follow to ensure that quality, wholesome milk and dairy products are delivered from their farm to grocery store shelves.

The site was funded by dairy producers in Idaho and across the United States to answer questions people have about how dairy products are produced. For more information about modern dairy farming, visit [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org).

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### **Idaho's Dairy Farm Families Bring A Lot to the Table**

Boise, ID - It's a fact - Idaho's dairy industry is the number one agriculture crop in Idaho. June Dairy Month is the perfect time to reflect on how the dairy industry impacts Idaho's economy. Idaho's dairy industry is more than just milk. Dairy farmers bring jobs and economic activity to communities across the nation. In fact, each dollar a dairy farmer receives in milk sales generates more money for the local economy.

"We know we are producing a quality product that is valued by people all over this country and really the world," says Tom Dorsey, Co-Chair for United Dairymen of Idaho. "There will always be a need for good, beneficial food and that's what we as an industry focus on - providing a wholesome product now and for generations to come."

The dairy industry continues to be a significant factor in Idaho's overall economic health. In 2010, on-farm cash receipts from milk produced on Idaho farms amounted to approximately \$1.886 billion dollars (based on an average price of \$14.80 per hundred pounds produced, up from \$11.80 in 2009). In 1970, Idaho's dairy industry generated \$1.4 billion dollars in on-farm cash receipts.

Idaho is home to a mixture of large and small dairy farms, both of which contribute to the local economy by supporting local businesses and the community tax base. All but one of Idaho's dairies is family owned and operated. More than half of Idaho's dairies have fewer than 500 cows. When a dairy farm spends money locally, it creates a multiplier effect of more than

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## **Idaho Dairy Industry//Page 2 of 3**

two-and-a-half times the original dollar spent. Direct employment on dairies and in milk and cheese processing plants accounted for 9,260 jobs in southern Idaho. Idaho's dairy industry supports local businesses. When dairy farmers purchase machinery, trucks, fuel, and more from local companies, they help generate jobs and income for others. In addition, dairies create jobs for people who grow and ship feed for cows, as well as jobs for veterinarians, insurance agents, accountants, bankers, and others. Truckers, packaging manufacturers and food marketers complete the cycle by transporting and marketing dairy products. This means additional jobs in the transportation, distribution and retail industries. In fact, more than 22,730 jobs across southern Idaho are attributed to the state's dairy industry.

With so many people involved in the dairy industry, it only makes sense that Idaho is the 2nd largest milk producing state in the twelve western U.S. states and ranks third in the total U.S. As of December 31, 2010, the state had 589 dairy farm operations; producing 12.745 billion pounds of milk (1.481 billion gallons).

In terms of milk production: In 1970, Idaho's dairy farmers produced 1.4 billion pounds; but in 2010 produced 12.745 billion pounds. The state average for annual milk per cow is 23,637 pounds (2,7483 gallons) in 2010, while the state average in 1970 was 9,793 pounds (1,138 gallons).

The dairy industry provides significant resources to support the research and promotion needed to stabilize and sustain Idaho's dairy industry to drive demand for Idaho produced dairy products, which contributes to the financial stability of rural communities and benefits the state's and region's economies.

At the end of the day, Idaho's dairy producers are proud of their industry and its contribution to Idaho's economic health.

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Source: *The Economic and Fiscal Impacts of the Dairy farming and dairy Product Manufacturing Industries in South Central Idaho*; Dr. Don Holley & John Church, Boise State University, Department of Business and Economics; Sept. 2006.

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### ***Idaho Student Earns Scholarship and Milk Mustache***

Boise, ID - Kaitana Martinez is the newest milk mustache star in Idaho. The Wood River High School student was recently chosen to receive the 2011 Interscholastic Star Student Recognition Scholarship. The scholarship is provided by the Idaho High School Activities Association (IHSAA), which is sponsored by United Dairymen of Idaho (UDI) on behalf of Idaho's dairy farm families. United Dairymen of Idaho and the Idaho High School Activities Association are partners in youth development.

United Dairymen of Idaho will present \$1,000 in Martinez's name to Wood River High School. IHSAA will present Martinez with a \$1,000 scholarship to the college of her choice. Candidates for the scholarship must participate in IHSAA sponsored athletic and non-athletic activities.

UDI provides program covers to high schools for their sports events and other school programs. Martinez will be featured sporting a milk mustache on the back page of the program covers.

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Dairy products are a part of Martinez's everyday life. "Chocolate milk is a must after I practice or after a game. Our coaches and the team understand how milk can restore our bodies and the nutrients are important to give us the endurance we need to be able to compete at our best." Martinez knows that dairy plays a key role in helping him maintain a healthy body. After all, three servings of milk, cheese or yogurt is a deliciously easy way to help build stronger bones and better bodies. Milk has a great nutrient package including calcium, protein, vitamin A and six other essential nutrients for healthy growth and development.

Martinez has participated in varsity soccer, basketball, track and softball. She has scored 50 goals in soccer in three seasons and is ninth on the all time scoring list for Wood River High School. She is also team captain for the varsity basketball team and was selected as the Great Basin Conference Play of the Year. Martinez participates in the concert, pep and Dixie bands at WRHS. She is the first-chair section leader for the concert band and the solo trumpet player for the Dixie band. Martinez is busy with other school activities including 5B and Above the Influence which promotes healthy decision making and improving the safety of the community by reducing the use of drugs and alcohol by teens. Martinez is also President-Elect of National Honor Society. Through Key Club, Martinez has volunteered for Wagon Days and the Souper Supper.

Jonathon Riggers from Nezperce High School, Ruth Lewinski for McCall-Donnelly High School, Daniel Dahle from Fruitland High School and Johann Simpson from Boise High School were also named Interscholastic Stars. These students received a \$1,000 scholarship from IHSA. As part of its sponsorship, UDI will give their schools \$1,000 in their names. In addition, UDI will give \$500 to each high school for runners-up; Micaela Adamson from Carey High School, Riley Stirm from Melba High School, Brock Bumgarner from Weiser High School, Esbeida Ramso from Skyview High School in Nampa and Tanner Magnum from Eagle High School.

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### **Reduce Your Risk of Osteoporosis and Be Bone Healthy at Every Age**

Boise, ID – Brittle bones... frail physique... poor posture... These words are most often associated with a person who has osteoporosis, a disease that makes bones become weak and more likely to break. What many people don't realize is the risk for osteoporosis is determined by lifestyle factors throughout life, and especially in childhood, adolescence and young adulthood when the majority of bone mass is formed. To help families live bone-healthy lifestyles and reduce their osteoporosis risk, the National Dairy Council and Idaho Dairy Council are encouraging parents and children to be Bone Healthy at Every Age and know the BONE Basics, including being physically active and eating three daily servings of nutrient-rich, low-fat or fat-free dairy foods as part of a healthy diet.

Even though it's important to nourish the body with essential nutrients and exercise, few people, especially children, get enough of either. A report from the U.S. Surgeon General states that if Americans don't improve their approach to bone health today, more than half the population over age 50 will be at increased risk for fractures and low bone mass by 2020.<sup>i</sup> Additionally, research shows that adolescents and children in the United States aren't getting enough bone-building nutrients in their daily diets, putting them at risk for fractures now and osteoporosis later in life.<sup>ii</sup>

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According to the recent *American Academy of Pediatrics Report on Bone Health*, eating nutrient-rich foods such as low-fat and fat-free milk, cheese or yogurt during childhood and adolescence may help reduce the risk of osteoporosis and fractures later in life.<sup>ii</sup> *The U.S. Surgeon General's Report on Bone Health and Osteoporosis* also recognizes the role of nutrients in dairy foods, including calcium, magnesium, phosphorus, potassium, protein and vitamin D, that work together to help protect bones.<sup>i</sup>

It's never too early, or too late to make bone health a priority. Even though the causes of osteoporosis are complex, the National Dairy Council and Idaho Dairy Council suggest the following BONE Basics so the entire family can be Bone Healthy at Every Age:

1. **Be Active.** Participating in weight-bearing and cardiovascular activities daily or at least several times a week.
2. **Own Your Diet.** Adopt a lifestyle of proper nutrition that reflects the 2005 Dietary Guidelines for Americans and includes three servings a day of low-fat or fat-free milk, cheese or yogurt.
3. **Nourish your bones.** For stronger bones, there's no better source than dairy foods, which provide essential bone-building nutrients, including calcium, magnesium, phosphorus, potassium, protein and vitamin D.
4. **Encourage others.** Be a role model by setting a good example. Children follow the lead of parents and older siblings.

For more information on the BONE Basics and to find 3-Every -Day of Dairy™ tips to live Bone Healthy at Every Age, visit [www.nationaldairycouncil.org](http://www.nationaldairycouncil.org).

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### **Helping People with Lactose Intolerance Enjoy Dairy Foods**

Boise, ID - Lactose intolerance is a widely known condition, but people who don't know the whole story can end up limiting their diets more than necessary - and may put their health at risk. Most people who believe they are lactose intolerant or who have experienced some symptoms can still enjoy milk, cheese, and yogurt by taking some simple measures. The real problem lies in removing these foods from their diet, because they supply a variety of important nutrients.

"Even if you've experienced difficulty before, you can still drink milk and eat cheese and yogurt with a few simple steps," Crystal Wilson, Ed.S, MS, RD, LD, Healthy and Wellness Director for Idaho Dairy Council. "Missing out on the tremendous nutrient value in dairy foods can be a big mistake. There's a lot more flexibility than most people realize."

Lactose intolerance is sometimes mischaracterized as an allergy, which typically requires complete avoidance of a food. Lactose intolerance is actually the group of symptoms some people experience resulting from the inability to digest lactose---and it is not an "all-or-nothing"

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condition. It happens when people have trouble digesting lactose, the natural sugar in milk, because of a genetically low level of the enzyme lactase. Gas, bloating, and diarrhea are common symptoms, which may occur as early as 3 years or become more evident with advancing age. But no matter when the onset is, lactose intolerance is manageable. Some cases are even temporary, caused by medication or illness. With a few simple strategies, the majority of people can still enjoy dairy foods every day.

### **The Health Benefits of Dairy Foods**

The U. S. Department of Agriculture's 2010 Dietary Guidelines recommends three daily servings of low-fat or fat-free milk or milk products for all Americans. For those with lactose intolerance, the guidelines suggest the most reliable and easiest way to get all the health benefits of milk and milk products is to choose alternatives within the milk food group, such as low-fat yogurt with active cultures or lactose-free milk.<sup>iii</sup> When people reduce or eliminate dairy foods, they usually have inadequate dietary intakes of calcium, vitamin D, and the other nutrients that milk provides – which increases their risk of osteoporosis and other chronic diseases. For children, a clinical report from the American Academy of Pediatrics encourages that even those with diagnosed lactose intolerance consume dairy foods to obtain the nutrients essential for bone health and overall growth.<sup>iv</sup>

In addition to calcium, people who don't eat or drink enough dairy foods miss out on the key vitamins and minerals that are naturally present in them. The Dietary Guidelines identified calcium, potassium, dietary fiber, and vitamin D as "nutrients of concern" for adults and children.<sup>iii</sup> Dairy foods supply three of the four "nutrients of concern" for which American adults and children have low intakes

The importance of getting dairy nutrients is especially critical for certain populations. A report in the February, 2007 issue of the Journal of the American Dietetic Association shows that African-Americans of all ages consume fewer than three servings of dairy a day on average, and have lower-than-average intakes of calcium, magnesium, and phosphorus.<sup>v</sup> Another study, published in the September, 2007 issue of Pediatrics, tested adolescent girls who believed they were milk intolerant and found that of this group, only 55 percent actually were. But the girls who thought they were milk intolerant consumed an average of 212 mg less calcium each day than their counterparts, and had significantly lower bone mineral content in their spines.<sup>vi</sup>

### **Easy Strategies Keep Dairy in the Diet**

“As with most dietary issues, the key is starting with small changes,” says Wilson. “I tell people to try drinking small portions of milk with their meals. The other foods in the meal help slow digestion and give the body more time to digest the lactose. If the milk is tolerated, portions can gradually be increased over time.” A meta-analysis of clinical studies showed that people with lactose maldigestion could drink up to a cup of milk with a meal and stay symptom-free.<sup>vii</sup>

There are other easy ways your lactose-intolerant patients can keep milk, cheese, and yogurt in their diets:

- Drink milk with food, introduce dairy foods slowly, and increase your intake gradually.
- Cultured dairy products like yogurt contain live, active bacteria that help with digestion.
- Cheese is another great source of nutrients, and harder varieties like Cheddar, Colby, Swiss, and Parmesan are low in lactose.
- Lactose-free milk is available in most stores.
- Another option is lactase supplements in pill or liquid form. They should be taken with the first sip or bite of a dairy food.

### **Don't Take Their Word For It**

Before they have the facts, it is common for people to assume that lactose intolerance means that dairy products are “out.” It is the role of a health professional to intervene with a clinical diagnosis and professional guidance. Most people will be relieved to learn that not every digestive problem is dairy-related, and that even people who have difficulty digesting lactose can continue enjoying milk, cheese, and yogurt. Giving up these foods unnecessarily can deny a person the health benefits that dairy foods provide.

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### **“Food Groups to Encourage” for the Right Start in Life**

It's well-known that too many American children are overweight. But just as troubling is the fact that many are also undernourished. Because kids do not eat enough of the right foods, they aren't getting enough of four key nutrients: calcium, magnesium, potassium, and dietary fiber, according to the 2010 Dietary Guidelines for Americans (DGA).viii

The guidelines encourage Americans to increase their intake of fruits, vegetables, whole grain foods, and low-fat and fat-free milk or milk products, seafood and oils. Encouraging kids to eat adequate quantities of these nutrient-dense foods can help ensure that they are getting balanced nutrition from their diets.

“When a child learns good eating habits, it can pave the way for better lifelong health,” says Crystal Wilson, Ed.S, MS, RD, LD, Healthy and Wellness Director for Idaho Dairy Council. “Parents, schools, and the community - and especially healthcare providers - all have roles to play in teaching kids to make the right dietary choices.”

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### **Dairy Foods: Rich in Nutrients, But Lacking in Some Diets**

The dairy group, one of the highlighted food groups, is often underestimated as a source of key nutrients. Dairy foods like milk, cheese, and yogurt are well-known as a source of calcium, but together, they also deliver potassium and vitamin D – three of the four“ nutrients of concern for children.”

A number of studies have shown that getting calcium is a key to building peak bone mass and preventing osteoporosis and fractures later in life. The American Academy of Pediatrics calls dairy foods “preferred” sources of calcium compared to supplements and other foods.ix

According to the National Dairy Council, half of children ages 2 through 8 and three quarters of children ages 9 through 19 don’t get the recommended daily amount of milk or milk products.x All children 2 to 8 years should get at least two cups a day of low-fat or fat-free milk or milk products and three cups a day once they turn 9. The American Academy of Pediatrics recommends four dairy servings a day for adolescents.xi The first step to putting these guidelines into practice is to be aware of them – but 60 percent of parents don’t know how much calcium their kids are supposed to be getting.xii

### **A Doctor’s Influence – In and Out of the Office**

For a physician, promoting healthy eating starts in the office. Asking patients about their eating habits, educating them about the importance of balanced nutrition, and recommending a healthy diet pattern that follows the 2010 DGA are all constructive steps a family healthcare provider can take. A doctor can also help by referring a patient to a registered dietitian when appropriate.

Outside the office, one way a physician can promote better nutrition is by partnering with non-profit organizations, industry-supported organizations, or government agencies that promote nutrition education. A nationally prominent group working along these lines is Action for Healthy Kids ([www.actionforhealthykids.org](http://www.actionforhealthykids.org)), a public-private partnership of national organizations and government agencies that encourages healthy eating and physical activity in children and youth in schools. Action for Healthy Kids teams at the state and local level welcome doctors as expert volunteers.

“Sometimes, advice can be more effective when it comes from more than one source,” Wilson says. “What you tell people in your office may influence people more if they hear the message confirmed out in the community.”

Doctors can also make a difference by engaging with local schools. One option is to encourage the local district to form a partnership with Action for Healthy Kids or a similar organization. A physician’s voice may also carry influence when a community’s schools feature unhealthy choices in a lunch program, or are weighing a beverage contract with a vendor whose products are high in sugar and low in nutrients.

Poor nutrition in American children isn’t only a behavior gap; it’s a knowledge gap. Because of their expertise and the respect they command in their communities, health professionals have an important role to play in closing that gap and steering kids onto a healthier path through education, guidance and active involvement.

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<sup>i</sup> U.S. Department of Health and Human Services. *Bone Health and Osteoporosis: A Report of the Surgeon General*. Rockville, MD: U.S. Department of Health and Human Services, Office of the Surgeon General, 2004.

<sup>ii</sup> American Academy of Pediatrics, Optimizing bone health and calcium intakes of infants, children, and adolescents. *Pediatrics*. 2006; 117 (2):578-686.

<sup>iii</sup> U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Dietary Guidelines for Americans, 2010* 7<sup>th</sup> Edition. Washington, D.C.: U.S. Government Printing Office, January 2010. [www.healthier.us.gov/dietaryguidelines](http://www.healthier.us.gov/dietaryguidelines)

<sup>iv</sup> Melvin B. Heyman, MD, MPH for the Committee on Nutrition. Lactose Intolerance in Infants, Children, and Adolescents. *Pediatrics* Vol. 118 No. 3 September 2006.

<sup>v</sup> Fulgoni, Victor, et al. "Dairy Consumption and Related Nutrient Intake in African-American Adults and Children in the United States: Continuing Survey of Food Intakes by Individuals 1994-1996, 1998, and the National Health and Nutrition Examination Survey 1999-2000." *Journal of the American Dietetic Association* 107 (2007): 256-264.

<sup>vi</sup> Matlik, Leann, et al. "Perceived Milk Intolerance is Related to Bone Mineral Content in 10- to 13-Year-Old Female Adolescents." *PEDIATRICS* 120 (2007): 669-677.

<sup>vii</sup> Savaiano, D. A., Boushey, C. J., and McCabe, G. P., Lactose Intolerance Symptoms Assessed by Meta-Analysis: A Grain of Truth That Leads to Exaggeration, *J. Nutr.*, 2006 136, 1107

<sup>viii</sup> U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Dietary Guidelines for Americans, 2010*. 7<sup>th</sup> Edition, Washington, DC: U.S. Government Printing Office, January 2010, p. 40

<sup>ix</sup> Frank R. Greer, M.D. and Nancy F. Krebs, M.D. "Optimizing Bone Health and Calcium Intakes of Infants, Children, and Adolescents." *Pediatrics* (2006). 4 Sept. 2007 <<http://pediatrics.aappublications.org/cgi/content/full/117/2/578>>.

<sup>x</sup> National Dairy Council, unpublished data based on the National Health and Nutrition Survey, 1999-2002

<sup>xi</sup> Frank R. Greer, M.D. and Nancy F. Krebs, M.D. "Optimizing Bone Health and Calcium Intakes of Infants, Children, and Adolescents." *Pediatrics* (2006). 4 Sept. 2007 <<http://pediatrics.aappublications.org/cgi/content/full/117/2/578>>.

<sup>xii</sup> Opinion Research Corporation for GTC Nutrition

## **Idaho Dairy Facts (sidebar)**

- The three regions of the state in which milk is produced are: (production and dollar value based on statewide averages):
  - District I – Treasure Valley (Includes 6 Producers in North Idaho)
    - 113 producers
    - 110,303 cows
    - 2.6 billion pounds of milk production
    - \$385.9 million dollar value at the farm
  - District II – Magic Valley
    - 318 producers
    - 395,235 cows
    - 9.342 billion pounds of milk production
    - \$1.382 billion dollar value at the farm
  - District III - Eastern Idaho
    - 158 producers
    - 33,650 cows
    - 795.385 million pounds of milk production
    - \$117.7 million dollar value at the farm
      - 55% of Idaho producers milk under 500 cows
      - 31% of Idaho producers milk 501 to 2,000 cows
      - 14% of Idaho producers milk 2,000 plus cows
- Idaho is the 3<sup>rd</sup> largest manufacturer of natural and processed cheese in the U.S. making more than 805 million pounds annually in the state.

### Sources:

- USDA; Agricultural Statistics Service, Boise
- State of Idaho; Bureau of Dairy, Department of Agriculture
- University of Idaho; Dairy Extension
- International Dairy Foods Association
- United Dairymen of Idaho

## **United States Dairy Facts (sidebar)**

- Approximately 65,000 U.S. dairy farms provide milk, cheese and yogurt to the U.S. and other countries. About 99 percent of all dairy farms are family-owned.
  - On dairy farms, the average herd size is 115 cows.
  - Seventy-seven percent of dairy farms have fewer than 100 cows. Farms with more than 100 cows produce 78 percent of the milk.
- The average U.S. cow will produce 6.2 gallons per day over the course of a typical year. That's more than 2,275 gallons a year.
- U.S. dairy farms produce almost 177 billion pounds of milk annually.
- There are dairy farms spread across all 50 states and Puerto Rico. Most milk only travels about 100 miles to get from the dairy to your local grocery store.
- California produces the most milk — 21 percent of U.S. production.
- Dairy is the number one agricultural business in California, Wisconsin, New York, Pennsylvania, Idaho, Michigan, New Mexico, Vermont, and Maine. In California alone, dairy is a \$31 billion industry employing 400,000-plus people.
- Dairies create a ripple effect on both the agricultural economy and the economic well-being of rural America. When a dairy farmer spends money locally, it creates a multiplier effect of more than two and a half times the original dollar spent.
  - Milk doesn't stay on the farm - where milk goes, jobs follow.
  - Dairy farmers purchase machinery, trucks, fuel, and more from local companies, which generates jobs and income.
  - Dairies create jobs for people who grow and ship feed for our cows, as well as for veterinarians, insurance agents, accountants, bankers, and others.
  - After milk leaves the dairy farms, it travels by truck to a processor, where people make cheese, ice cream, butter, yogurt, and other dairy products.
  - Truckers, packaging manufacturers and food marketers complete the cycle by transporting and marketing the dairy products everyone loves. This means jobs in the transportation, distribution and retailer grocer industries.

Source: Dairy Management Inc., National Milk Producers Federation, California Milk Advisory Board, Pennsylvania Center for Dairy Excellence

# Bone Up on Dairy

Increased intakes of fat-free or low-fat milk and milk products is likely to have important healthy benefits for most Americans, according to the dietary guidelines.

***3 cups of low-fat or fat-free milk or milk equivalents daily***

1 cup milk = 1 container (8 oz.) yogurt or 1-1/2 oz. cheese

## ***Source of:***

- Calcium
- Vitamin D
- Protein
- Potassium

## ***Health Benefit:***

- Improve bone mass and blood pressure
- Maintain healthy weight
- Better quality diet

## ***Get your calcium rich foods:***

- Drink milk at most meals
- Add low-fat milk instead of water to hot cereals, soups and box mixes
- Make a dip for fruits or vegetables from yogurt
- Top casseroles, soups, stews or vegetables with shredded reduced fat cheese
- Make fruit-yogurt smoothies in the blender
- If you are lactose intolerant, choose lactose-reduced or low-lactose alternatives such as cheese, yogurt, or lactose-reduced milk

## Dairy Trivia

- Americans eat the equivalent of 10 acres of pizza (and Mozzarella cheese) every day.
- Just ate spicy food? Milk is better than water for cooling your mouth. A protein in milk called casein cleanses the taste buds.
- Cheddar cheese was first developed in the town of, yes, Cheddar Gorge, England, more than 400 years ago.
- A gallon of milk weighs 8.59 pounds.
- A cow has four stomachs and 24 teeth.
- The most common breed of dairy cow in the United States is the Holstein; Jersey cows produce milk with the highest butterfat content.
- An average cow produces about 350,000 glasses of milk in her lifetime.
- Plastic milk bottles were first introduced in the United States in 1967.
- McDonald's® and Wendy's® introduced single-serve plastic milk containers in the summer of 2004.
- The tradition of making Swiss cheese in 200-pound wheels began in the Middle Ages, when the Swiss government taxed cheese makers on the number of pieces they produced, rather than according to the total weight of the cheese they made.
- To get the same amount of calcium provided by 8 ounces of milk, you would have to eat 2 1/4 cups of broccoli, 6 3/4 oranges or 6 slices of wheat bread.
- If you open the refrigerator in 96 percent of all households, you'll find a container of milk; 94 percent of all households have cheese.
- Total cheese per capita consumption was 31 pounds in 2004.
- Forty percent of all cheese is served at restaurants and cafeterias.
- An average dairy cow weighs 1,400 pounds and consumes about 50 pounds of dry matter (e.g., hay, grass, grain) each day.
- The average cow drinks from 30 to 50 gallons of water each day — about a bathtub's worth.
- Cows have an acute sense of smell, and can smell something up to 6 miles away.
- Most cows chew at least 50 times per minute, and spend 10 hours a day chewing their cud in order to aid in digestion.
- Cows arrived in America with the Jamestown settlers in 1611.
- Tank trucks for transporting fluid milk were first introduced in 1914.