

A close-up photograph of a clear glass pitcher pouring a thick stream of white milk into a clear glass. The milk is captured mid-pour, creating a dynamic, flowing shape. The background is a solid, vibrant blue. The text is overlaid on the left side of the image.

Milk.
Pure
and
Wholesome
from
Farm to
Fridge.



Milk. From Farm to Store.

Milk comes from healthy well-fed cows.

Cows eat about 90 pounds of nutritious food a day.

Cows drink 25-60 gallons of water each day.

Milk is collected and cooled in the milking parlor.

What a cow eats affects how much milk she makes.

A cow that eats only grass can make about 50 glasses of milk a day.

A cow that eats grass, corn, hay and mixed feed can make about 100 glasses of milk a day.

Using several milking machines, farmers can milk about 100 cows an hour. If you milked cows by hand, you could milk about 6 cows an hour.

Milk is processed in the dairy plants.


Milk is one of the safest foods you can eat. In the dairy plant it is never touched by human hands. That is why milk stays very pure and fresh-tasting.

In 1884, dairy plants started using glass bottles to store milk. Before that time they used jars, pails and cans.

In 1906, the first paper milk carton was used.

In 1964 plastic milk jugs were introduced.



A photograph of a tall, clear glass filled with milk. The milk is slightly frothy at the top. Above the glass, a large splash of milk is captured in mid-air, creating a dynamic, white, curved shape against the white background. The entire scene is set against a white background with a subtle gradient.

What about pesticides?

There are no pesticides in milk. All milk, whether organically or conventionally produced, must comply with the standards set forth in the Federal Pasteurized Milk Ordinance.

Milk is Milk.

What's the difference between organic milk and regular milk?

There is no difference between organic and regular milk. Both contain the same unique package of nutrients that makes dairy products an important part of a healthy diet. An 8-ounce serving of organic or regular milk offers the same amount of nine essential nutrients, including calcium, vitamin D and potassium.

Is organic milk safer than regular milk?

No. Strict government standards ensure that regular milk is just as pure, safe and nutritious as organic milk. According to USDA and the American Dietetic Association, conventionally produced food is equally as safe as organically produced food.

Does organic milk taste better?

The taste of milk, regardless of whether it is organically or conventionally produced, can differ slightly from bottle to bottle and season to season. Factors that may impact taste include location of the farm, breed of the cow, variations in cows' feed from farm to farm, and even the time of year. People should do their own "taste test" to see which kinds of milk they prefer.

What about labels that claim that organic milk contains no pesticides, antibiotics or hormones?

Both organic milk and regular milk are natural and pure. Stringent government standards that include testing all types of milk for antibiotic and pesticide residues ensure that both organic milk and regular milk are wholesome, safe and nutritious. Label statements on organic milk refer to farm management practices, not to the milk itself. While organic dairy farmers use only organic fertilizers and organic pesticides and do not give their cows supplemental hormones, the milk itself is no different from regular milk.

If I buy organic, am I doing more to help support small family farms?

Not really. There are large and small farms in both the regular and organic categories. Organic farming has more to do with farm management practices than the size of the farm itself. Of the 63,000 dairy farms in America today, the majority are smaller farms with less than 200 cows. The vast majority of U.S. farms - big and small - are family owned and operated.

Is organic milk fresher than regular milk?

Dairy farmers and processors work hard to provide fresh milk - organic and regular - to the marketplace. Most milk, including organic milk, is delivered to stores within a few days of milking.

Why does organic milk cost more than other milk?

It is costly for dairy farmers to follow the government standards that are required to receive the "certified-organic" label.

Organic farming is a management style and some people choose to purchase organic milk to show support for organic farming practices.

What about hormones in milk?

All milk, even organic milk, contains a small amount of the hormone, bovine somatotropin. Bovine somatotropin, also referred to as bST or bGH, is a naturally occurring protein hormone in cows.

Why do farmers use supplemental hormones?

Some farmers choose to supplement their cows with an additional hormone (rbST) to increase milk production. However, scientific studies show that there is no effect on hormone levels in the milk itself.

The U.S. Food and Drug Administration (FDA) has reviewed extensive studies and concluded that milk from animals given rbST is the same, wholesome product we have enjoyed for generations.



Is milk from rbST-supplemented cows safe?

Milk produced from rbST-supplemented cows is safe. This has been affirmed numerous times over the past 20 years. That conclusion was made by the U.S. Food and Drug Administration (FDA), the joint World Health Organization/Food and Agriculture Organization Committee (WHO/FAO), the American Medical Association (AMA), the National Institutes of Health (NIH) and the American Dietetic Association (ADA).

The type of milk you choose is a matter of personal preference as all milk is nutritious and wholesome.

So what are you waiting for? Reach for milk and reap the benefits of 9 nutrients including potassium, magnesium and calcium.

For Your Health!

Dairy products are among the most tested and regulated foods in this country, and American dairy products are among the safest in the world. Giving cows rbST has no effect on hormone levels in the milk itself. An NIH expert panel, among others, has made this conclusion.

National Institute of Health (NIH). NIH Technology Assessment Conference statement on bovine somatotropin. *Journal of the American Medical Association*.
1991 265:1423-1425.



Milk. Safe and nutritious for everyone.

Dairy products have been a safe, healthy and important part of the American diet for generations.

All milk is tested for antibiotics. When a cow becomes ill, she may be treated with antibiotics, just as humans are often treated with medicine when they get sick. Cows receiving antibiotics are seen by a veterinarian and removed from the herd. A cow is not returned to the herd until her milk tests free of antibiotics.

Every tank load of milk is tested before it leaves the farm and before it enters the dairy processing plant to ensure the milk is safe and anti-biotic free. In the rare event the milk should test positive for animal drug residues, it is disposed of immediately and it never enters the food supply.

Dairy farmers' commitment to providing high quality milk begins with top notch animal care.

When you pick up a carton of milk, rest assured it is among the safest foods in the world. All milk and dairy foods go through rigorous quality tests before they reach the grocery store.

For Your Health!

Dairy products are among the top sources of calcium and potassium in the food supply. Calcium is critical for keeping bones strong, and potassium regulates the body's blood pressure and muscle activity.



Diets demand dairy daily.



The role of dairy foods is more crucial than ever as most Americans today are not getting enough calcium in their daily diets, putting them at risk for disease.

- Nearly 9 out of 10 teenage girls fail to get enough calcium in their diets.
- Almost 7 out of 10 teenage boys don't meet daily calcium recommendations.
- About three-fourths of Americans (or about 75% do not get enough calcium in their diets.

Kids are in a calcium crisis - they need more milk more often. No matter what your age, the calcium that comes from milk and dairy products is an essential part of promoting good health as well as good bone development and maintenance.



Re-Think Your Drink!

Chocolate milk aids in post-exercise recovery more effectively than some sports beverages.



Power Up with Chocolate Milk!

A great option for active people to help refuel tired muscles.

Check out why flavored milk is a good choice after your workout.*

- Carbohydrates found in flavored milk refuel your body and give you more energy!
- During exercise your body breaks down muscles which protein in flavored milk helps restore.
- Carbohydrates and proteins combined help your body and muscles recover more quickly.
- Milk's powerful nutrient package of 9 essential nutrients fuels your body not just your bones.
- Contains 10 times more potassium than most sports drinks.
- A great tasting way to re-hydrate!

And remember, there is *NO* other sports drink that contains the nutrient package found in flavored milk.

When you rest and refuel with flavored milk you'll be able to go to your next practice stronger.

So what are you waiting for?
Power Up with Chocolate Milk!

Dairy. Food for Life.

The dairy case has something for everyone – including fat-free and low-fat varieties. Families can choose milk, cheese and yogurt products to meet their taste and nutritional goals.

All milks – whole, low-fat, fat-free, flavored and lactose-free – contain the same amount of calcium. Making dairy an integral part of your family's diet is the best way to ensure they are meeting calcium recommendations.

Where to Learn More

Health Benefits

www.nationaldairycouncil.org

www.3aday.org

www.whymilk.com

www.idahomoo4u.com

www.udidaho.org

Information About Milk Production

www.rbstfacts.org

www.milkismilk.com

www.usda.gov

www.fda.gov

Life on the Dairy

www.dairyfarmingtoday.org

