

Telling your Story

**Dairy Community
Talking Points**

DMi DAIRY MANAGEMENT INC.™



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Research shows that telling dairy's story helps maintain and grow public trust for U.S. dairy, and growing public trust helps grow sales. That's why the dairy checkoff funds efforts that help address misinformation and help build consumer confidence in dairy foods, dairy farmers and the dairy community. To help build and maintain this connection, we must lead with the consumer in mind. That means being relevant and responsible. The talking points and other reference information here are intended to serve as a resource for you in sharing your—and dairy's—story.

As a final reminder, these talking points are intended to serve as a foundation for your story. It's your personal examples, passion, enthusiasm and tone that bring the story to life, demonstrating authenticity and sincerity.

For additional assistance in communicating with the public, contact your local dairy promotion organization: dairy.org/local-checkoff. You also can refer the general public to dairygood.org.



The Power of a Memorable First Impression



Start with the Why

People don't care what you do. They care why you do it.

Most people discuss what they do and how they do it. For example, "I'm a dairy farmer. I milk cows." To make connections and build trust with consumers we need to change the way we communicate and begin with "Why you do what you do."

"Why do you dairy farm? Why do you get out of bed in the morning?" Start by talking about the "why" to build trust with consumers and increase understanding of on-farm practices.

EXAMPLE

"Hello, I'm _____. In 2050, we will have to feed nine billion people. As a dairy farmer here in _____, my goal is to feed your family and others while caring for a growing world. I do this by producing the foods you eat every day such as milk, cheese and yogurt. Also, by using new technologies, I am able to grow more food on less land to help keep your milk affordable. I work hard to protect our natural resources so that I can pass this land on to my children.

Is it important to you that farmers produce more food using fewer natural resources? My grandfather passed this farm to me with the understanding that I would leave it in even better condition than I received it, and I think about that every day.

Today, we grow more food, more sustainably for people like you, so that you can buy milk, cheese and yogurt in the grocery store every day."

Creating a simple, strong introduction that communicates who you are and why you do what you do is an important element in sharing your dairy story with others. Whether speaking at a local meeting, hosting a farm tour or greeting a reporter for an on-farm interview, it's important that you convey the values that built your family business.

(Customize your introduction.)



MAKE A CONNECTION

When consumers think about dairy, these are the functional and emotional connections we want them to make.

RESPONSIBLY PRODUCED

Through the use of innovative and safe technology, the dairy industry delivers exceptional animal care, sustainable nutrition and a great, fresh product.

LOCALLY DRIVEN

The dairy industry works hard to ensure our products are fresh, real and sourced locally, since most people usually live within 100 miles or less from a local dairy farm. Our practices exemplify the farm-to-table movement and have a positive impact on thousands of local communities.

NUTRIENT RICH

Packed with protein, dairy is the nutrient-rich powerhouse that fuels the body and nourishes the mind. Wholesome products aren't hard to find—they're right down the dairy aisle.

REAL ENJOYMENT

Dairy is the milk in your cereal, the cheese on your pizza, the yogurt in your morning smoothie. We are part of all the things you love to eat and are present at some of the most special moments in your life.



CONSUMER-FACING KEY MESSAGING

RESPONSIBLY PRODUCED

The Surprising Role Dairy Plays in Your Community

- Did you know the chocolate milk you're enjoying might be a part of a larger sustainability story? One gallon of milk is now produced with 90 percent less land and 65 percent less water than it was decades ago. Satisfying your sweet tooth while helping the environment? That's a win-win.
- Sip on this sustainability statistic: Dairy farms recycle water an average of three to five times.
- You can feel good about enjoying cheese because of all of the sustainable practices farmers embrace. For example, cheese comes from milk, milk comes from cows and cows can eat foods indigestible by humans to create creamy, delicious products. Put some more Cheddar on that sandwich!
- Dairy farmers know that if you take care of your cows, your cows will take care of you.
- You can feel good about this: Any gallon of milk or cup of yogurt you buy at your local grocery store is responsibly produced.

A New Era of Dairy

- New technology isn't just for delivering that delicious pizza to your front door. It also helps dairy farmers track the health of their cows, deliver milk to local grocery stores and create that yummy yogurt in your morning smoothie.
- Self-driving cars? What about self-driving tractors? Thanks to innovations in technology, dairy farmers spend more time managing their farms, and less time driving around them.

LOCALLY DRIVEN

The Surprising Role Dairy Plays in Your Community

- Keep on grabbing those gallons of milk, knowing they're probably from a family just like yours. 97 percent of dairy farms are family-owned and operated, and care about providing the best products possible to families everywhere.
- Raise your milk chugs and cartons to the nearly 42,000 dairy farms responsible for contributing nutrient-rich milk to local schools and communities.

Dairy, A Fresh, Local Food Source

- If you're fond of the farm-to-table movement, then choose dairy as part of your diet. Milk is locally produced in every state, so it doesn't travel far from farm to store. Even if you live in a big city, you usually live 100 miles or less from your local dairy farm.
- Like food that's locally sourced? Dairy cows do, too. Over one-third of a cow's feed is grown right on the farm—the rest is grown by nearby crop farmers whose products meet quality and sustainability standards.

NUTRIENT RICH

Dairy Can Power Your Day at Any Age

- Counting on milk for important nutrients is as easy as counting the ingredients inside: vitamin A, vitamin D and milk.
- Here's the tasty truth on cheese: A 1-ounce serving of cheese is a good source of calcium, protein and phosphorus.
- Cow's milk contains more naturally occurring nutrients and fewer ingredients than most other beverages available.

Dairy, A Wholesome Food

- Change can be hard. Fortunately, milk—and its simple, delicious wholesomeness—is one thing you can count on to withstand the test of time.
- Using dairy as fuel following a strenuous workout? Yes, whey! As the liquid material created as a by-product of cheese production, whey protein is a great addition to your post-workout shake.

REAL ENJOYMENT

Yes, It's Undeniably Dairy

- Everything from savory pizzas and creamy parfaits to chocolate milk and tempting cheese plates is deliciously, extraordinarily, Undeniably Dairy!
- Memories made over milkshakes are the best kind of memories.
- There's no denying how easy it is to find fresh, wholesome foods—they're waiting for you in the dairy aisle.



Our tone should convey:

JOY – Dairy’s joyful tone and sense of humor remind me of how I feel when eating dairy.

“Dairy mom, dairy dad, dairy power—dairy hour!”

SURPRISE – Dairy powers homes in my community? I had no idea.

“Not only is dairy the sour cream in your burrito, but it could also power homes in your communities.”

CONFIDENCE – That’s right—dairy does enhance the taste of my favorite foods.

“Plain macaroni? Plain. Plain macaroni with melted Cheddar? Plain awesome!”

LIGHT-HEARTEDNESS - The dairy community doesn’t take themselves too seriously. They give me the information I’m looking for, and don’t bore me with unnecessary details or lengthy explanations.

“What’s cold, delicious, and has eight grams of protein per serving? Milk!”

HUMOR & WIT – Dairy is smart, trendy, and gets my sense of humor.

“In honor of National Dairy Month, we think you should kick off each day with a full serving of cheese.”

(Whether it’s in food or pun form is entirely up to you.)

PRIDE – I had no idea how hard dairy farmers work and how dedicated they are to their animals.

“Being a dairy farmer means working 365 days a year. My cows require a lot of attention and care each and every day.”





General

- Dairy farmers' commitment to ensuring high-quality milk begins with taking good care of their cows and treating them with respect.
- Dairy farmers care for their animals by providing a nutritious diet, good medical care and healthy living conditions.
- Dairy farmers work closely with veterinarians, animal nutritionists and other professionals to keep their cows healthy and comfortable. Dairy cows receive periodic checkups, vaccinations and prompt treatment of illness.

Animal Housing

- Cow comfort is important to dairy farmers because it leads to high-quality, wholesome milk.
- Dairy farmers provide clean, dry bedding for their cows and access to food and water 24 hours a day.
- Many dairy farms today include free-stall housing. This is a type of barn that allows cows to eat, drink and rest whenever and wherever they choose—within the barn and the surrounding land.
- Other farms choose open lots that allow for easy access to and from housing to open land. In both free-stall and open lot systems, the cows visit a parlor for milking.
- Some farms opt to use tie-stall barns, which provide individual stalls for cows that allow for clean, dry and comfortable resting and standing and ample room for farm workers to milk the cow in the stall.
- Clean sand, mattresses, straw or even waterbeds, provide comfortable bedding for cows, who sleep or lounge on these beds for 12 to 14 hours per day.

Cow Pregnancy & Calf Separation

- Calves grow up to become the cows that produce milk, so farmers are committed to getting them off to a healthy start.
- Cows typically give birth to a calf every 14 months. For two to three months before giving birth, the cow rests and does not give milk.
- Prior to giving birth, the pregnant cow is housed in a birthing pen filled with soft, dry bedding such as straw, sand or sawdust. She is given individual care and attention.
- During the birth, dairy farmers, their employees and/or their veterinarians keep a close eye on the animals to ensure a healthy delivery.
- Calves are separated from their mothers to ensure the best individual care and monitoring of both animals, especially in the first 24 hours, because it's not uncommon for some cows to ignore their calves. This guarantees calves receive colostrum, a mother cow's first milk, to help boost their immune system.
- Farmers bottle-feed calves individually to make sure they receive good nutrition.
- For the first three months, most calves live in clean, dry individual pens. These pens have ample space for the calf to freely move about and protect calves from other members of the herd and bad weather.

Milking

- Some farms have milking parlors. Parlors are designed for optimal cow and farm worker comfort. Some farmers milk cows in their stall and carry the equipment from cow to cow.
- The cows' udders are washed and dried. A milking machine provides a light suction that pulsates to gently allow the milk to release. Cows are milked two to three times each day and each milking takes only 10 minutes.
- After milking, cows eat, drink, socialize and lie down.

FARM (Farmers Assuring Responsible Management) Animal Care Program

- The National Dairy FARM Program is a nationwide, verifiable animal well-being program that brings consistency and uniformity to on-farm animal care and production practices.
- Currently, the FARM program represents 98 percent of the nation's milk supply.
- The dairy community works with veterinarians and other experts to establish guidelines that set the highest standards for the proper care of dairy cows. The dairy community has a proven track record of responsible management practices. FARM creates a culture of continuous improvement every day.

Cow Diets

- Professional animal nutritionists help dairy farmers develop a balanced and nutritious diet for their cows.
- The ingredients in the cow's feed vary by season and geography. They are typically hay (alfalfa or grass), grains (corn, wheat and barley), protein sources (soybean and canola) and vitamins and minerals.
- Dairy cows on United States Department of Agriculture-certified organic farms spend the grazing season (at least 120 days per year) on green pasture.
 - They usually eat supplemental feed as well, to make sure they get enough protein.
 - In the winter, cows on organic farms eat the same type of feed as cows on other farms, except the ingredients must be certified organic.
- Cows are fed a number of agricultural by-products, such as citrus pulp and almond hulls, which they can turn into dairy products.

Antibiotic Residue – If Asked

- Even with the best prevention programs, animals can become sick or injured. When this happens, the judicious and responsible use of antibiotics, under the supervision of a veterinarian, may be necessary to treat the animal.
- Farmers work with their veterinarians to provide medicines to cows when they are sick—just like you may work with your doctor to provide medicines to treat you and your family when ill.
- When a cow gets medicine, her milk is withheld from the market and does not enter the food supply.
- Farmers keep records to help ensure the responsible use of antibiotics. These efforts help farmers and farm employees keep up-to-date information about each animal, including treatment date, dosage, which worker administers the medicine, treatment duration and withdrawal times for milk and meat.
- After the milk leaves the farm, it is tested at the plant for the most commonly used antibiotics. Any milk that tests positive cannot be sold to the public.
- Currently, the U.S. Food and Drug Administration requires that all milk—conventional and organic—be tested for commonly used antibiotics when it arrives at the milk plant. This includes “beta-lactam” medicines such as penicillin, ampicillin and amoxicillin.
- The most recent report by the U.S. Food and Drug Administration affirms that there are NO antibiotics found in milk heading to retail.

Antibiotic Resistance – If Asked

- Healthy animals are the foundation of a safe and abundant food supply.
- Dairy farmers work with their veterinarians to judiciously administer antibiotics.
- Regarding antibiotic-resistant bacteria, strict measures are in place to minimize potential risks. Dairy farmers only use U.S. Food and Drug Administration-approved antibiotics and follow protocols to limit antibiotic use and keep residues out of the food supply.
- The dairy industry supports the work of the human, animal, environmental and public health communities to work together to develop long-term, science-based, responsible solutions to antibiotic use.
- The dairy community aligns with the U.S. Food and Drug Administration's guidance aimed at fostering the prudent use of antibiotics on farm animals, including dairy cows. National dairy organizations, including the National Milk Producers Federation, works with government and veterinary experts to find new ways to protect animal health and well-being with less reliance on antibiotics.

Cull Cows/Non-ambulatory Cows – If Asked

- Meat from cows that are no longer productive for milking is a valuable source of safe and nutritious food.
- Removing some cows from the dairy herd allows a dairy farm to bring new, more productive cows into the herd, thus ensuring a steady supply of milk.
- All dairy cows sent to market are inspected by U.S. Department of Agriculture veterinarians and are subject to the same federal food safety regulations as other cattle.
- A very small percentage of cows become permanently disabled. When this happens, the cow is humanely euthanized and the meat from the animal does not enter the human food supply.
- Animals that are sick or injured are placed in special pens, away from other animals, where they receive prompt medical care by a veterinarian.

Dehorning – If Asked

- Cows' horns are a safety concern to humans as well as other cows. Dehorning is a practice used for decades to help reduce the risk of injury.
- Dairy farmers use a variety of dehorning techniques. “Disbudding” of non-developed horn buds is a fairly simple procedure that is typically conducted the first few weeks after a calf is born.
- For a cow with developed horns, dairy farmers and veterinarians using best industry practices will ensure the comfort and safety of an animal through sedation or anesthesia.

Feed Additives (Ionophores) – If Asked

- There is a class of animal medicines called ionophores, which are approved for use in dairy cows, to improve digestion in ruminating animals and allow for more efficient use of feed.
- Ionophores are an exclusive class of antimicrobials uniquely designed only for use in animals and, therefore, do not create a risk to human health. This is reinforced by the U.S. Food and Drug Administration, which states:
 - “Certain other antimicrobial drugs are not considered medically important. Ionophores, for example, lack utility in human medicine and their use in animals ... does not pose cross resistance concerns. Thus, they do not have the same public health risks as medically important antimicrobials.”
- The active ingredient in Rumensin® is not used in human medicine. It is uniquely designed only for use in animals. Scientific studies, reviewed and confirmed by the U.S. Food and Drug Administration, state that milk from cows that receive recommended levels of feed additives is safe.

Genetically Modified Organisms – If Asked

- The U.S. Department of Agriculture, Environmental Protection Agency and U.S. Food and Drug Administration all evaluate the safety of food and animal feed that contain genetically modified organisms (GMOs), which are made through biotechnology.
- Fluid milk from cows fed genetically modified feed is not considered genetically modified solely because of the feed.
- GMO grains, such as corn and soybeans, are digested by animals in the same ways as non-GMO feed. Nutritionally, the milk is identical.
- GMO crops are developed to have beneficial traits like resistance to insects or types of fungus or requiring less water.
- On organic dairy farms, cows eat only grass and certified-organic feed, so consumers who wish to avoid GMOs can choose certified-organic dairy foods.

Johne's Disease - If Asked

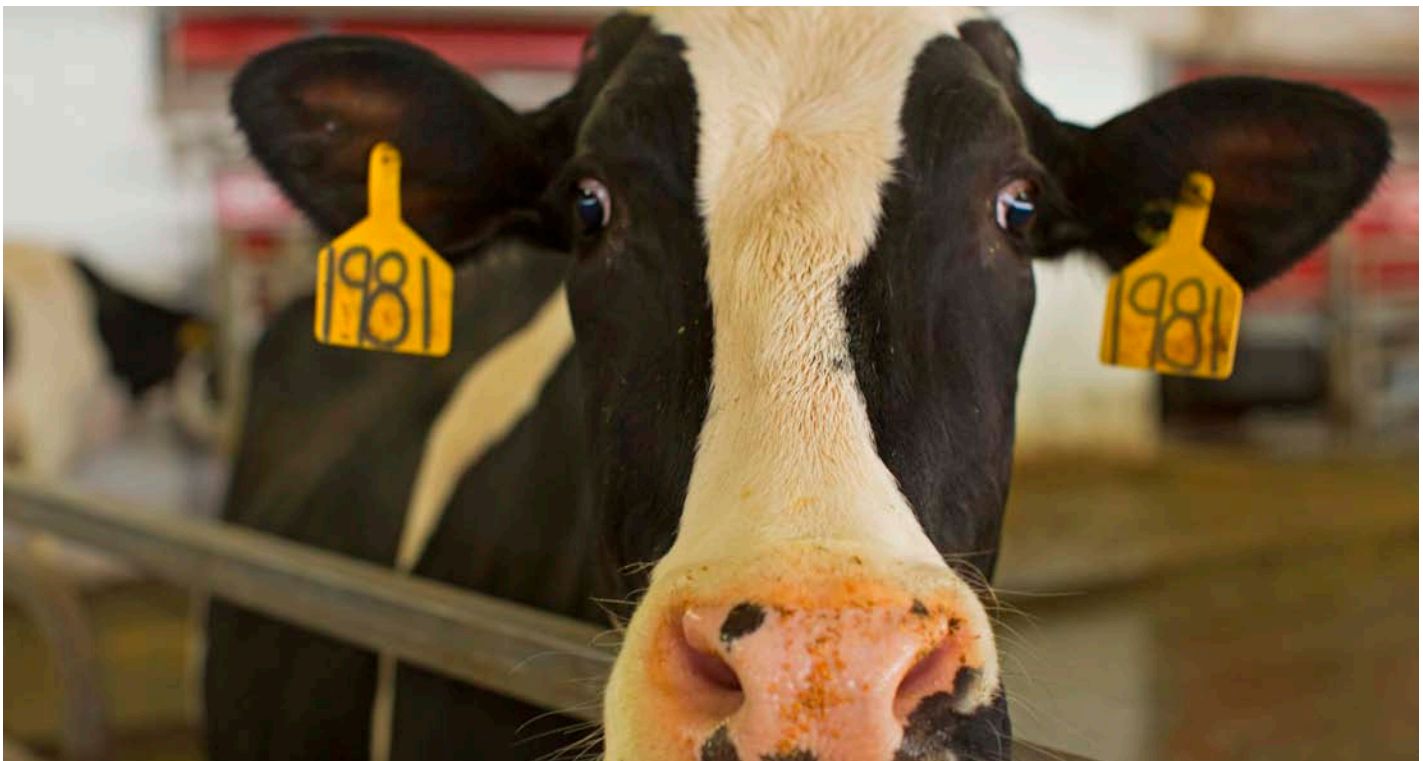
- Johne's is a bacterial infection in cattle and is not related to human health conditions.
- Because farmers are committed to animal health protection, there is an expansive industry-wide detection and education effort under way in the United States to control the spread of Johne's among cattle.
- The U.S. Food and Drug Administration has affirmed that standard pasteurization in the United States is effective against the bacterium that causes Johne's.
- The National Academy of Sciences has stated there is no clear, proven link between Johne's in cows and Crohn's disease in humans and has recommended more research on this topic.

Tail Docking - If Asked

- Historically, some dairy farmers have cropped the tails of their animals to promote cleanliness and protect the people who are in close contact with the cows.
- In recent years, animal scientists and veterinarians have re-evaluated research on tail docking; many have concluded that tail docking should be ceased. As a result, the National Dairy FARM program phased out the routine practice of tail docking on January 1, 2017. This means that FARM participants, which represent 98 percent of the nation's milk supply, do not routinely dock animal tails.
- Rather, the National Dairy FARM program endorses switch trimming, which is the removal of the hair at the end of the cow's tail for hygiene purposes.

Undercover Videos - If Asked

- The dairy community takes any claim about animal mistreatment very seriously. Any evidence of animal abuse should be taken to the appropriate state and local authorities whose job it is to investigate those claims.
- Animal care is one of the most important aspects of a dairy farmer's job: *[insert personal on-farm examples]*. Dairy farmers ensure those in contact with their animals also have a commitment to great animal care.
- The U.S. dairy community started an initiative called "See it? Stop it!" to provide those who work around animals with guidance to immediately report any instances of animal abuse, neglect, harm or mishandling.



ANIMAL CARE



Notes:



General

- Dairy farmers live on or near the land that they farm. They understand the importance of protecting our natural resources.
- Caring for the land, air and water is a responsibility dairy farmers share with their neighbors and other community members.
- Dairy farmers work with experts to find new ways to reduce the energy they use, conserve water and develop renewable energy sources.
- The best way to preserve land is to keep farms in business. Farmers understand and appreciate nature and take good care of their property.

Manure Management

- Dairy manure is a valuable resource. It can be used as a natural fertilizer on crops or gardens to grow more food, reducing the need for synthetic chemical fertilizers.
- Dairy farmers are adopting new ways to manage cow manure to help improve air and water quality and public health. By investing in new technologies, farmers work to continually improve the land they farm.
- Farmers have a stake in following regulations and best management practices to protect the health of their family, their community, their cows, and the environment.
- By law, manure must be stored in secure on-farm facilities to help reduce odor and hasten decomposition.
- Farmers often recycle the cow manure and use it as fertilizer for crops. Federal, state and local clean water laws regulate how manure is applied on cropland, so nutrients are absorbed by crops, not groundwater.
- In order for local authorities to approve expansion, a dairy farm must show that it has adequate manure storage and recycling systems to handle more cows.
- Some dairy farms use anaerobic digester systems that convert manure into clean, renewable electricity, which can power their farms, their homes and their community.

Odor and Air Quality

- Dairy farmers care about air quality. Their families live and work on their farms and breathe the air, too. They understand the importance of clean air for future generations.
- Naturally, there are odors associated with livestock farming. More and more dairy farmers recycle manure by injecting it right below the soil surface to help control odor in the community.
- Dairy farmers help protect air quality by following proper manure storage practices and by maintaining clean farms.
- Dairy farmers invest in new technologies to protect and improve air quality: *[Insert specific examples]*.



Sustainability

- Dairy farm families have a long-term commitment to environmental care and their communities.
- Dairy farmers support practices that make economic sense, help the environment and are socially responsible to our communities and our world—e.g., reducing energy, reusing water and recycling manure into renewable energy. *[Insert personal examples.]*
- In recent decades, the dairy community reduced the carbon footprint of milk by 63 percent due to improvements in animal breeding, animal health programs, cow comfort and overall farm management practices.
- The latest research shows that the U.S. dairy industry accounts for only about 2 percent of the U.S. greenhouse gas emissions. Dairy farmers are working on ways to reduce that figure even more.
- The dairy industry is on track to meet a goal set in 2008 to reduce greenhouse gas emissions by 25 percent by the year 2020: [USDairy.com/sustainability](https://www.usdairy.com/sustainability).

Water Quality

- Quality water is essential to a dairy farm. Dairy farmers provide their cows with clean water, which contributes to high-quality milk.
- State and local government agencies regularly inspect and test the water on dairy farms.
- The federal government also helps dairy farmers protect the water supply. For example, many farmers receive technical assistance when they upgrade their irrigation systems and manure storage facilities.
- Dairy farmers continually look for innovative ways to protect and conserve the water supply. They often partner with government agencies and university experts to develop better management practices and adopt the latest technologies.
- Dairy farmers, working with government agencies, environmental organizations and experts, have started initiatives aimed at advancing new ideas and technology to improve soil and water quality, such as installing waterways or planting cover crops.

Water Use

- Food is a human necessity. All foods, whether plant- or animal-based, require water to bring them to the table.
- It is certainly understandable that communities want to protect their water supply. Dairy farmers feel the same way. Dairy farmers continue to find new ways to conserve water: *[Insert specific examples]*.
- Dairy farmers use water responsibly and often recycle it to use on their crops or to clean their milking parlors and barns.
- Dairy farmers work with industry organizations, the government and local civic groups to address local water-use issues.
- Reducing or eliminating milk/dairy consumption doesn't "save" water, as it would still be used to produce other foods you would need to meet your nutrition requirements.

Climate Change - If Asked

- Every source of food and every human activity has an environmental impact.
- Dairy farmers have been experiencing and adjusting to droughts, heat waves, floods and other short- and long-term climate issues for many generations.
- Dairy cows are able to convert a variety of feed crops into nutritious milk. For example, farmers can plant less water-intensive crops to feed their cows when water is scarce.

ENVIRONMENT



Notes:



General

- From the dairy to you, milk goes through strict quality controls to ensure freshness, purity and great taste.
- Milking equipment delivers milk directly from the cows to a refrigerated holding tank. The milk is then quickly transported to processing plants for continued freshness and safety.
- Milk travels from the farm to your store in usually less than 48 hours.
- Since its introduction more than a century ago, pasteurization has been recognized around the world as an essential tool for ensuring that milk and dairy products are safe.

Food Security/Defense

- Dairy farmers are committed to providing a safe, steady supply of dairy products.
- Dairy farmers work diligently to implement a wide range of measures to secure facilities and the milk supply. Measures in place on my farm include: *[Insert personal examples such as biosecurity signs, maintaining a closed herd, quarantining new animals, or placing locks on milk tanks.]*
- Dairy farmers and the dairy community overall have a history of providing safe and wholesome products for consumers to enjoy.



Organic

- There is no scientific evidence concluding that organic dairy products are safer or healthier than conventional dairy products.
- Strict government standards ensure that both conventional and organic milk are wholesome, safe and nutritious.
- Organic and conventional dairy products both contain the same combination of nutrients—such as calcium, vitamin D and potassium—that make dairy products an important part of a healthy diet.
- Whether people choose conventional or organic, they should feel good about consuming all varieties of milk, cheese and yogurt as part of a healthy, balanced diet.

Raw Milk – If Asked

- The U.S. Centers for Disease Control and Prevention and U.S. Food and Drug Administration recommend that no one consume unpasteurized milk.
- Pasteurization is a simple, effective method to kill potentially harmful bacteria. It does not affect the nutritional value of milk in any meaningful way.

Pesticides – If Asked

- Pesticides are used sparingly in crop production and do not pose a health concern in U.S. dairy products.
- Sensitive monitoring equipment can detect residues at levels far lower than those that pose a health risk.
- The Environmental Protection Agency has strict regulations about farm practices involving the use of pesticides, and the U.S. Department of Agriculture and U.S. Food and Drug Administration monitor foods for pesticides. Dairy farmers consistently meet or exceed these regulations.

Somatic Cell Counts – If Asked About “Pus in Milk”

- All milk naturally contains some somatic cells, which are white blood cells that fight infection.
- Farmers and milk processors routinely test their milk for somatic cell counts in accordance with standards set by the federal Pasteurized Milk Ordinance.
- Milk processing and pasteurization eliminate most somatic cells; however, these cells are a perfectly safe part of milk.

Supplemental Hormones – If Asked

- Some dairy farmers choose to use rbST as a tool to help cows produce more milk.
- Studies show that milk from cows treated with the supplemental hormone rbST is the same wholesome product that we have enjoyed for generations. This has been affirmed and reaffirmed by the U.S. Food and Drug Administration, among other leading health organizations.
- All milk naturally contains very small amounts of hormones. Studies show that the hormone levels of milk from cows that are treated with rbST are within the normal range.
- Milk companies have responded to consumer requests for choices in the dairy aisle, and many now offer milk from cows not supplemented with rbST. These decisions are based on market demand. All pasteurized milk is wholesome, safe and nutritious.

A2 Milk – If Asked

- A2 milk offers the same nutrition and health benefits as regular milk. Any specific claims are not supported by a body of science.
- Regardless of the type of cow’s milk you buy, you will get the same nutrients no matter if you choose traditional milk or A2 options.

FOOD SAFETY



Notes:



General Nutrition

- Milk contains nutrients, including calcium, potassium, protein, and phosphorus; plus, it's fortified with vitamins A and D.
- Milk's powerful nutrient package of calcium, plus eight other essential nutrients, helps nourish your body, not just your bones.
- The protein naturally found in milk helps to build strong muscles for your active lifestyle.
- Milk is high in calcium and vitamin D. It's a good source of protein, and one glass has as much potassium as a small banana.
- On average, Americans consume only about two servings of dairy daily. Adding one serving of dairy every day can help Americans get the nutrients they need in an easy and affordable way.
- The body of science indicates that eating nutritious dairy foods—such as milk, cheese and yogurt—improves bone health, especially in children and adolescents. They also are associated with a reduced risk of cardiovascular disease, Type 2 diabetes and lower blood pressure in adults.
- Dairy is not easily replaced in the diet as a source of essential nutrients. Milk, cheese and yogurt are nutrient-rich and contribute significant nutrition to Americans' diets.
- Few foods deliver dairy's powerhouse of nutrients in such an affordable, appealing and readily available way. For example, milk, at about 25 cents a glass, is a nutritional bargain.

Youth Health & Wellness

- Drinking milk and eating dairy foods makes it easy for kids to get the bone-building calcium and other nutrients their growing bodies need.
- Dairy farmers' commitment to kids began in 1915 with the founding of National Dairy Council®. Decades of nutrition research and in-school programs have helped National Dairy Council take a leading role in the fight against poor nutrition, inactivity and obesity among our nation's youth.
- National Dairy Council, the nutrition research and education arm of the dairy checkoff, and the National Football League are founding partners of Fuel Up to Play 60, an in-school health and wellness program that encourages physical activity and good nutrition (including dairy consumption) among youth. For more information, visit fueluptoplay60.com.

Flavored Milk

- The dairy community is committed to improving children's health by developing dairy products for schools that are nutritious and great-tasting.
- The dairy community has reduced the added sugar in the flavored milk offered in schools by about 55 percent since 2007.
- Today, all milk in schools is low-fat or fat-free and the majority of flavored milk is 150 calories or less. Flavored milk is just 25 more calories than white milk.
- Low-fat, flavored milk contains the same nine essential nutrients as white milk, including calcium and vitamin D—nutrients many kids fail to get enough of in their daily diet.
- Chocolate milk is a popular choice, and kids drink less milk—and get fewer essential nutrients—if it's taken away.



Sustainable Nutrition

- One of the great challenges of the next generation will be providing nutritious, affordable food to a global population expected to grow to 9 billion by 2050—while using fewer resources.
- More people are struggling for access to healthy, nutritious food. Dairy farmers have a shared responsibility in the health of future generations.
- Dairy farmers partner with Feeding America, the Academy of Nutrition and Dietetics, and National Dairy Council to help fight hunger in America and promote healthy food choices.

Low-Fat Options - If Asked

- The dairy case has something for everyone—including low-fat and fat-free varieties, as well as lactose-free products.
- Families can choose from a variety of milk, cheese and yogurt products to meet their taste and nutritional goals.

Lactose Intolerance - If Asked

- Just because you are lactose intolerant doesn't necessarily mean you have to give up your favorite dairy foods and the health benefits that come with them.
- There are a variety of lactose intolerant options, including natural cheeses, yogurts, milk, and cottage cheese. You may want to consult with your physician or a registered dietitian.

Plant-Based Beverages - If Asked

- Non-dairy milks have no standard nutrient composition, so their nutrient composition may vary from brand to brand.
- If you are lactose intolerant, there are a variety of dairy options such as lactose-free milk and aged cheese like Cheddar and Swiss.
- Whether it is fat-free, low-fat, lactose-free, or flavored, cow's milk contains the same nine essential nutrients not easily replaced with other foods.



General

- Dairy farmers care about the health and well-being of their communities. They have been active members of their communities for many generations and create jobs that help sustain the local economy.
- America's dairy community is an important contributor to our nation's overall economy. Dairy farmers purchase machinery, trucks, fuel, and more from local companies. This creates jobs and produces revenue for their local communities.
- Where milk goes, jobs follow. In addition to providing and distributing nutritious products, the dairy community generates economic benefits at the local, regional and national levels through employment, local tax revenues and purchases of products and services.

Local Community Contributions

- Every glass of milk contributes jobs, income and vitality to the community.
- Dairies support the economic well-being of rural America; every dollar spent locally by a dairy farmer creates a multiplier effect of more than 2.5 times the original dollar spent.
- Dairy farmers and dairy companies are local small-business owners, parents, school supporters and active members of community organizations.
- Dairy farms typically are passed down from generation to generation, meaning farm families often have lived in their community for decades and will continue to do so as long as the farm exists. They are committed to seeing the area they live in thrive, and they volunteer in many areas to make that happen.
- My family and I are active in _____ (*organizations*) in our community and sponsor the local _____. We're proud to be a part of our community.

U.S. Economic Contributions

- Dairy farms and dairy businesses help grow and build rural America. Even under the nation's current economic challenges, dairy farmers and companies are a lifeline to 750,000 jobs in the United States.
- U.S. dairy farmers employ many skilled workers. Farm employees perform a wide variety of jobs, including: cultivating crops, milking cows, mixing feed rations, assisting with calf birthing, caring for calves, keeping herd health records, analyzing herd data, administering vaccinations, maintaining a nutrient management plan, operating and maintaining equipment and more.
- The dairy farm economy accounts for \$37 billion in production value, \$112 billion in total impact on U.S. economic output.

Farm Size - If Asked

- 97 percent of dairy farms are family-owned and operated, and care about providing the best products possible to families everywhere. The average U.S. dairy has about 200 cows.
- Protecting the environment has more to do with proper management practices than the number of cows on the farm. Dairy farms of all sizes must meet state and federal standards and work to minimize any impact their farms may have on the environment.
- Like other business owners, dairy farmers continually modernize and improve their facilities and methods to protect the environment.
- The look of the farm may have changed, but farmers' values of providing high-quality care to their animals and the land has not. In fact, it's better.

For more information, visit:

dairyhub.org

undeniablydairy.org

dairygood.org

dairy.org

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