Telling your Story

Dairy Community Talking Points

DAIRY MANAGEMENT INC.™

UNDENIABLY DAIRY™

Research shows that sharing dairy's story helps maintain and build trust for U.S. dairy, and building public trust helps grow sales. That's why the dairy checkoff funds efforts that help address misinformation and build consumer confidence in dairy foods, dairy farmers and the dairy community.

The message points and other reference information here are intended to serve as a resource for you in sharing your—and dairy's—story.

These messages 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.

Dairy plays an essential role in nourishing people, the planet and communities.

The future of dairy is happening today. And we believe collaboration is the key ingredient ... farmers, processors, companies and brands, all working together to help better feed families, build stronger communities and leave the planet a better place for future generations. In fact, you could say we are dairy farming right into the future. Each day, we strive to earn dairy's place on tables in homes in the U.S. and around the world while putting into place the commitments that will nourish generations to come.

FARM TO THE FUTURE

FARM TO THE FUTURE

- The U.S. dairy industry is investing in new technologies that will further reduce dairy's environmental footprint and convert manure into a future energy source.
- The dairy industry is helping U.S. communities thrive through the more than 3 million jobs dairy supports and partnerships that ensure dairy is accessible to those who need it most ... now and tomorrow.
- And, the U.S. dairy industry is focused on product innovation that will meet future wellness needs, helping people keep their immune function healthy with a powerful package of nutrients found nowhere else.

Very few industries can positively impact the world in the way that dairy can. We're delivering for today, and we're in it for the long haul.

Overview

- 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 CARE

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.

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Animal Housing (continued)

- 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.

ANIMAL CARE

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.

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Cow Pregnancy/Calf Separation (continued)

- 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.

ANIMAL CARE

Milking

- Some farms have milking parlors. Parlors are designed for optimal cow and farm worker comfort. Other farmers milk cows in their stall and carry the equipment from cow to cow.
- Robotic milking systems are another option some farmers use where cows determine when they are milked each day.
- 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 99 percent of the nation's milk supply.
- Through the four FARM program silos—Animal Care, Environmental Stewardship, Antibiotic Stewardship and Workforce Development—the dairy industry holds itself to the highest standards.

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ANIMAL CARE

FARM (Farmers Assuring Responsible Management) Animal Care Program (continued)

- 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.

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ANIMAL CARE

Cow Diets (continued)

- 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.

Antibiotics – 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.

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ANIMAL CARE

Antibiotics – If Asked (continued)

- 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.

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Antibiotics – If Asked (continued)

- 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.

ANIMAL CARE

Antibiotics – 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.

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Antibiotics – If Asked (continued)

- The U.S. 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 U.S. dairy industry 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.

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ANIMAL CARE

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.

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Cull Cows/Non-ambulatory Cows – If Asked

(continued)

- 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 under the guidance of a veterinarian.

ANIMAL CARE

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."

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Feed Additives (Ionophores) – If Asked

(continued)

- 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.

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ANIMAL CARE

Genetically Modified Organisms – If Asked

(continued)

- 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.

ANIMAL CARE

Tail Docking – If Asked

- Historically, some dairy farmers have cropped the tails of their animals.
- In recent years, animal scientists and veterinarians have re-evaluated research on tail docking. This additional research concluded that tail docking should be ceased. As a result, the National Dairy FARM program began the formal phase out of the practice of tail docking on January 1, 2017. This means that FARM participants' farmers, which represent 98 percent of the nation's milk supply, do not routinely dock 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, and active facility management to promote cleanliness of animals.

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.

SUSTAINABLE PLANET

Overview

Dairy is committed to being an environmental solution – raising the bar on social and environmental responsibility.

- The carbon footprint of a glass of milk is two-thirds less than it was 70 years ago, yet it still has the same nutritional benefits and great taste.
- Producing a gallon of milk has 19% less greenhouse gas emissions than it did in 2007. That's equivalent to the amount of carbon dioxide removed from the atmosphere by half a million acres of U.S. forest every year.

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Overview (continued)

- Dairy is good for you and made with care for the planet. From the farm to your fridge, U.S. dairy is taking steps to reduce food waste and greenhouse gas emissions.
- The U.S. dairy supply chain is working together to ignite new technology, increase science-based research and collection and expand practices, resources and tools for more farmers, cooperatives and processors.

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SUSTAINABLE PLANET

SUSTAINABLE PLANET

Net Zero Initiative

- The Net Zero Initiative is an industry-wide effort that will help U.S. dairy farms of all sizes and geographies continue to implement new technologies and adopt economically-viable practices in feed production, cow care, energy efficiency and manure management—making progress toward GHG emissions reductions and significant improvements in water quality and quantity and farmer livelihood, from field to farmgate.

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Net Zero Initiative (continued)

- The dairy industry set 2050 Environmental Stewardship goals, supporting a vision that U.S. dairy is an environmental solution. The goals are:
  - Become carbon neutral or better.
  - Optimize water use while maximizing recycling.
  - Improve water quality by optimizing utilization of manure and nutrients.

SUSTAINABLE PLANET

Land Management

- 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.

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SUSTAINABLE PLANET

Manure Management (continued)

- 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].

SUSTAINABLE PLANET

Environmental Solution

- Dairy farm families have a long-term commitment to environmental care and their communities. 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.
- 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.]

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Environmental Solution (continued)

- Thanks to increasingly modern and innovative dairy farming practices, the environmental impact of producing a gallon of milk in 2017 required 30% less water, 21% less land and a 19% smaller carbon footprint than it did in 2007.
- Research shows that the U.S. dairy industry accounts for just 2% of all U.S. greenhouse gas emissions. Dairy farmers are working on ways to reduce that figure even more.

SUSTAINABLE PLANET

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.

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Water Quality (continued)

- 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.

SUSTAINABLE PLANET

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.

FOOD SAFETY

Overview

- 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.

FOOD SAFETY

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.

FOOD SAFETY

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.

FOOD SAFETY

Supplemental Hormones – If Asked

- 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.
- 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.
- 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.

SUSTAINABLE WELLNESS

Overview

Dairy is a total wellness solution

- Dairy provides a unique nutrient package that is hard to replace and is produced responsibly.

Mind and Body Power

- Dairy is good for your body and good for your brain.
- The protein in dairy - whey and casein keeps you feeling full longer, provides energy to fuel your day and helps muscles recover while you sleep.

Immunity and Gut Health

- Real dairy is a source of nutrients important to a healthy immune system like vitamin A, vitamin D and protein.
- Fermented dairy foods like yogurt are linked to health benefits including reduced inflammation, improved digestive health and healthy immune systems.

SUSTAINABLE WELLNESS

Total Wellness

- Milk offers a unique and powerful combination of 13 essential nutrients, like vitamin A, vitamin D, zinc, selenium and protein that are essential to a healthy immune system.
- Dairy foods provide nutrients people need to grow and maintain stronger bodies and minds.
- Dairy foods provide about 54% of the calcium, 56% of the vitamin D and 18% of the protein consumed by Americans.
- Eating a balanced diet with a variety of foods to get essential nutrients is important to maintain a healthy immune function and overall wellness. Milk is an affordable source of 13 essential nutrients.

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Total Wellness (continued)

- Dairy foods are a source of high-quality protein because they contain essential amino acids the body cannot make on its own.
- The Dietary Guidelines for Americans reiterates that healthy eating patterns, which include low-fat and fat-free dairy (e.g., milk, cheese, yogurt), are associated with beneficial outcomes for all-cause mortality, cardiovascular disease, type 2 diabetes, bone health and certain types of cancer (breast and colorectal).
- Because of milk's nutritional package, it's a one-stop-shop to help professional athletes and fitness enthusiasts alike meet the three of the R's of recovery—rebuild, refuel and rehydrate.

SUSTAINABLE WELLNESS

General Nutrition

- The protein naturally found in milk helps to build strong muscles for your active lifestyle.
- Milk is a good source of protein and vitamin D and an excellent source of calcium. It also has as much potassium as a small banana.
- On average, Americans consume only about two servings of dairy daily. Adding an additional 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.

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General Nutrition (continued)

- 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 20 cents a glass, is a nutritional bargain.

SUSTAINABLE WELLNESS

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 57 percent since 2007.
- Today, all milk in schools is low-fat or fat-free and the average flavored milk is 125 calories or less. Flavored milk is just 27 more calories than white milk.
- Low-fat, flavored milk contains the same 13 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 making up two-thirds of all milk servings in schools, and kids drink less milk—and get fewer essential nutrients—if it's taken away.

SUSTAINABLE WELLNESS

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 options for those with lactose intolerance, including lactose-free milk, natural cheeses which have minimal lactose and yogurt with live and active cultures that can help digest lactose. You may want to consult with your physician or a registered dietitian.

SUSTAINABLE WELLNESS

Alternatives – If Asked

- Non-dairy milk alternatives 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 13 essential nutrients not easily replaced with other foods.

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Alternatives – If Asked (continued)

- While some people use plant-based to mean the absence of animal foods, most people use it to mean a diet largely based on plants in addition to foods like dairy and other protein sources like poultry, eggs, fish and beef. It is not an “either/or” rather it is an “AND”—dairy and plants.
- Plant foods also have a carbon footprint—all foods do. It’s about continuously improving along the entire food chain to be mindful of how resources are used and respected to ensure balance between the health of people and communities with the health of the planet.

SUSTAINABLE COMMUNITIES

Overview

Dairy contributes to strong, thriving communities and is accessible to all.

- Each year, farmers and dairy companies work with local food banks to deliver nutritious dairy foods to those in need, providing 469 million pounds of dairy— including milk, cheese and yogurt—to Feeding America in 2020 alone, representing a growth of 116 million pounds.
- Milk is one of the most requested items in U.S. food banks.
- The dairy community is working hard to ensure every child has access to nutrient-rich foods—including dairy foods—to help them grow, learn and thrive.

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Overview (continued)

- Fuel Up to Play 60, the in-school nutrition and physical activity program founded by America's dairy farmers and launched by the National Football League and National Dairy Council, encourages youth to eat nutrient-rich foods like low-fat and fat-free dairy, fruits, vegetables and whole grains, and to get at least 60 minutes of physical activity every day. As a result of the program, 14 million students are making better food choices, and 18 million students are getting more physically active during the school day since the program began.

SUSTAINABLE COMMUNITIES

Essential Workforce

- Dairy farmers and their employees are proud members of America's essential workforce, making valuable contributions to farm operations. Nationally, more than 150,000 people work on dairy farms, with 76% being full-time employees.
- America's dairy farmers and companies, alongside so many essential workers across the U.S., work hard every day to broaden access to nutritious dairy foods for the growing number of people facing food insecurity.

Local Community Contributions

- 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.

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SUSTAINABLE COMMUNITIES

Local Community Contributions (continued)

- 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.

Messages continued on next page.

Local Community Contributions (continued)

- 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.

SUSTAINABLE COMMUNITIES

U.S. Economic Contributions

- Dairy farms and dairy businesses help grow and build rural America. In the U.S. the dairy sector supports more than 3 million jobs while creating programs that benefit youth and ensure dairy foods are accessible.
- 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 $39 billion in direct wages and has an overall economic impact of more than $628 billion.

Farm Size – If Asked

- 94 percent of farms are family-owned and operated, and care about providing the best products possible to families everywhere. The average U.S. dairy has around 300 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 have not. In fact, they're better.

Notes:


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