



PSA Scripts

Option 1

It's cold. It's fresh. It's nutritious. Milk is the most wholesome beverage in the grocery store, and it all starts on the farm. Dairy farmers work 365 days a year to put delicious dairy foods in your fridge.

Dairy farmers are committed to caring for their cows, land, and communities. So, raise an ice-cold glass of milk and drink up the goodness of dairy!

Learn more about where your dairy foods come from at [Better With Dairy dot com](http://BetterWithDairy.com).

Option 2

Where does your milk come from? As a local dairy farmer, my family and I take pride in providing you and your family with safe, wholesome, nutritious, and most importantly – delicious – dairy foods and beverages.

For years, my family has shown a commitment to the community and environment by using the latest technology, best animal care, recycling and sustainability practices, because our goal is to keep providing nutritious milk for generations to come.

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