

DAIRY

FROM FARM TO FRIDGE



DAIRY |

HAVE YOU EVER WONDERED HOW MILK GETS FROM THE FARM TO YOU?

It all starts on a dairy farm near you with a dairy farm family who works hard to provide consumers with the best products possible. They are passionate about what they do and care about their land, their cows and consumers like you.





HISTORY

FOR THE PAST 20 YEARS,

the dairy industry has developed and improved technologies that have further improved efficiencies and helped producers continue to provide the highest quality milk and meat.

TODAY, DAIRY FARMERS

use the latest scientific research to provide consumers with a safe product while also boosting efficiency, taking care of their animals and protecting our environment and natural resources. Milk cooling and refrigeration, GPS systems and herd management practices are just a few of the modern technologies the dairy industry uses to maintain milk quality and production.

PRODUCTION

TEXAS AND NEW MEXICO
RANK AMONG THE

10 HIGHEST MILK
PRODUCING STATES
IN THE U.S.





1 FROM OUR FARMS



2 MILKING



4 TRANSPORTATION



5 QUALITY CONTROL



7 PASTEURIZATION



8 GROCERY STORE

BREEDS

6 THERE ARE
MAIN BREEDS
OF DAIRY COWS.



HOLSTEIN



AYRSHIRE



3 COOLING



6 PROCESSING



9 TO YOU

1 FROM OUR FARMS
Dairy farmers feed and care for their cows. It is important to keep the cows healthy and happy so they may live long and productive lives.

2 MILKING
Farmers milk cows twice daily, by machine. The farmer often rises before sunrise to do the first milking.

3 COOLING
The cow's milk is stored in the bulk tank where it is kept cool and fresh.

4 TRANSPORTATION
Milk is transported from the farm to the dairy processing plant by insulated trucks to keep the milk cold.

5 QUALITY CONTROL
Milk is tested again and again to ensure it is safe and of the highest quality.

6 PROCESSING
The milk is tested and packaged at the milk processing plant. Many different dairy products are made from milk.

7 PASTEURIZATION
This safety process begins once milk has passed all the quality and safety tests. Pasteurization involves heating the milk to destroy any harmful microorganisms that may exist.

8 GROCERY STORE
From the milk processing plant, milk and other dairy products are moved to grocery stores where you may purchase them.

9 TO YOU!
Keep your dairy foods cold (between 34°-38°) in your refrigerator at home! Remember to eat at least three servings of dairy foods every day!



BROWN SWISS



JERSEY

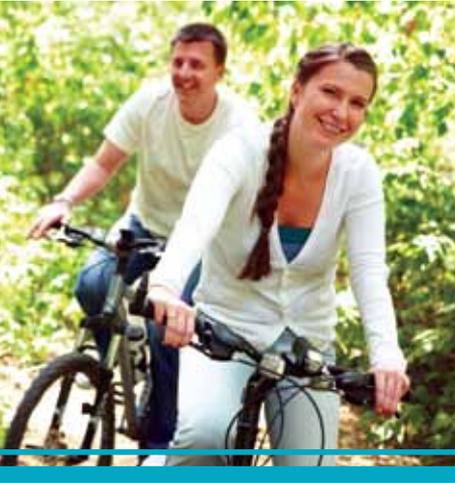


GUERNSEY



MILKING SHORTHORN

HEALTH & NUTRITION |



THE DAIRY INDUSTRY PROVIDES US

with tasty milk and milk products that are full of nutrition. Milk, cheese and yogurt are naturally nutrient-rich foods providing calcium, potassium, other minerals, vitamins and protein essential for human growth and development.

RESEARCH SHOWS THAT ON AVERAGE,

Americans are eating only half the daily recommended servings of dairy. Dairy provides nine essential nutrients – making it one of the most nutrient dense foods.

FUN FACTS |

MORE MILK IS PRODUCED TODAY WITH ONLY 9 MILLION COWS THAN WITH 26 MILLION COWS IN 1944.

FROM START TO FINISH, IT TAKES ABOUT 15 MINUTES TO MILK A COW WITH A MILKING MACHINE.

MILK IS NEVER TOUCHED BY HAND.



EVERYDAY DAIRY PRODUCTS



- » EGG NOG
- » YOGURT DRINKS
- » FLAVORED MILK
- » PROTEIN SHAKES
- » CHEESE POWDERS
- » HALF & HALF
- » SHREDDED CHEESE
- » SMOOTHIES
- » WHIP CREAM
- » PASTEURIZED CHEESE
- » ICE CREAM
- » SPRAY BUTTER
- » COTTAGE CHEESE
- » BUTTER
- » SOUPS
- » BUTTERMILK
- » CREAM CHEESE
- » FROZEN PIZZA
- » SOUR CREAM
- » YOGURT SAUCES
- » BABY FORMULA
- » PROTEIN BARS

COWS CAN SPEND UP TO
8 HOURS OF THEIR
8 DAY EATING.

2 IT TAKES
DAYS FOR MILK
TO GET FROM THE COW
TO THE GROCERY STORE.





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