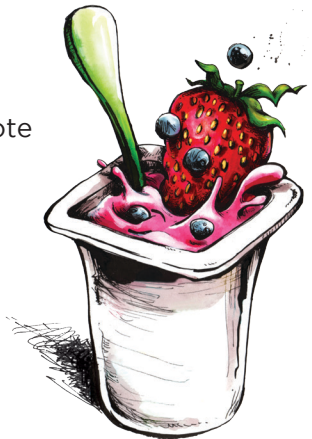


# The Origins of National Dairy Month

NATIONAL DAIRY MONTH IS A GREAT WAY TO START THE SUMMER WITH NUTRIENT-RICH DAIRY FOODS.

## 1937

National Dairy Month started out as National Milk Month as a way to promote drinking milk. It was initially created to drive demand and has now developed into an annual tradition that celebrates the contributions, the dairy industry has made to the world. After the National Dairy Council stepped in to promote the cause, the name soon changed to "Dairy Month."



## 1939

June became the official "Dairy Month."

## A World of Wellness

### Dairy. Because Science.

Countless studies over decades of research link dairy with major health benefits. Dairy is a scientifically proven powerhouse food. One glass of milk contains at least 10% of your daily value of nine essential nutrients – some up to 50%!



### Dairy is a true superfood

it's one affordable package stuffed with tons of nutrients – including three nutrients Americans are lacking. A glass of milk or a bowl of yogurt makes a huge nutritional difference for a hungry child. Plus, cows make this superfood by eating food that we can't, like grass and hay. That's a pretty efficient system that supports both our species.

### Milk contains 9 essential nutrients

which may help to better manage your weight, reduce your risk for high blood pressure, osteoporosis and certain cancers.

## Feed the People. Protect the Planet.

**Sustainability is all about using resources wisely so our communities and our planet can thrive for generations to come.**

### Local. Family. Farming.

95% of American dairy farms are owned by families – like yours. They care deeply about creating high-quality dairy products, their animals and the land they'll pass down to their children.

### Caring for Cows & the Environment

Cows are the center of the dairy farm, so dairy farmers work 365 days a year making sure the cows are comfortable, with nutritious food and clean water, as well as comfortable bedding and regular veterinary care. Dairy farmers also care for the environment. A single gallon of milk is now produced with 90% less land and 65% less water than it was decades ago.