

Milk.

Follow the journey from milk's wholesome start to its delicious finish.

Go with the flow.



1

Farmers Who Care

Delicious dairy products start with dairy farmers who take good care of their cows and their land.



2

Focus on Animal Health

Dairy cows eat grass, hay and grain, and they have regular check-ups with a veterinarian (a doctor for animals). Healthy, comfortable cows produce nutritious, high-quality milk.



4

Milk Storage

Milk is pumped into a large storage tank on the farm and cooled to keep it fresh. It is tested to make sure it is safe, pure and wholesome.



3

Technology

Cows are milked at least twice a day by machine. From the cow to you, milk is never touched by human hands.

5

Delivered Fresh

Cold, fresh milk is driven from the farm to the processing plant every day or two in a cold tanker truck. When it leaves the farm, the truck is sealed — another step to assure milk's safety.



7

Wholesome and Good

At the processing plant, milk is pasteurized. Pasteurization is a heat treatment to kill germs and make milk safe. Then the milk is ready to be put into plastic bottles or other containers, or made into cheese, yogurt and other dairy products.



6

Tested for Quality

Milk must pass many tests again at the processing plant to ensure quality and safety.



8

3-A-Day™ of Dairy

Enjoy three servings of low-fat or fat-free milk, cheese or yogurt every day as part of a healthy diet. At school, in restaurants or on the go, dairy products offer a delicious way to better health.

