



# Real Massachusetts Dairy

Family farms working together for a vibrant and healthy state



## Local Flavor All Year Long

Massachusetts milk is always in season. One in four gallons of milk you drink are made locally by the dairy farms of Massachusetts all year long.<sup>1</sup> The rest comes to the store fresh from our New England neighbor farms in 48 hours.



## Natural Goodness Included

Dairy is packed with flavor, vital nutrients, and provides up to 19% of natural protein in our diets. When you enjoy the delicious taste of dairy foods made with real, whole milk, you also receive potential health benefits that may support a healthy heart and blood sugar level.<sup>2</sup>



## Putting the Planet First

Massachusetts and U.S. dairy create the lowest amount of greenhouse gases per gallon of milk compared to the rest of the world.<sup>3</sup> Massachusetts dairy farms recycle cow poop to make enough energy to power nearly 2,000 homes in MA annually.<sup>4</sup> And one third of their land is cultivated to help benefit wildlife.<sup>5</sup>



## Bringing People Together

In Massachusetts, dairy keeps our communities vibrant. Dairy farms have been in the family for three generations on average. That view you love? 29,000 acres of recreational space is protected by dairy farmers.<sup>6</sup> And dairy farmers gave \$583,000 in the past five years to improve school meal programs.<sup>7</sup>



**DAIRY QUESTIONS?** Get answers at [MustBeTheMilk.com/FAQ](https://MustBeTheMilk.com/FAQ) or reach out to [info@NewEnglandDairy.com](mailto:info@NewEnglandDairy.com) to connect with a dairy farmer near you

For sources cited here please visit

[MustBeTheMilk.com/media/MA-Dairy-Sources.pdf](https://MustBeTheMilk.com/media/MA-Dairy-Sources.pdf)



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## MYTH

Dairy cows are mistreated.

## TRUTH

- Dairy farmers' commitment to providing high-quality milk begins with taking great care of their cows.
- Dairy cows have balanced, nutritious diets designed by professional nutritionists with 24/7 access to food and water.
- Dairy cows receive preventive veterinary care and prompt treatment when they're sick.
- Barns have fans, misters, curtains and soft bedding like sand, mattresses or waterbeds.



## MYTH

Milk contains antibiotics.

## TRUTH

There are no antibiotics in your milk. All milk – regular and organic – is tested multiple times before it gets to you, and if it tests positive for antibiotics, it is safely thrown out and never reaches the store. Farmers work with vets to keep cows healthy. Even with the best prevention program, animals can become sick and need medicines just like you might when you or your family are ill. Antibiotics are used as a last resort, as farmers try alternative treatments first. If a cow requires antibiotics:

- On a conventional farm, the cow is separated from the herd for treatment, and not returned until her milk tests free of antibiotics.
- On an organic farm, the cow permanently leaves the herd.



## MYTH

Non-dairy alternatives are just as healthy as cow's milk.

## TRUTH

Farm fresh, real dairy milk is naturally nutrient rich, which non-dairy alternatives find difficult to match. Dairy milk has only three ingredients – cow's milk, vitamin A and vitamin D, which is far fewer than non-dairy, almond, soy, or rice beverages. Non-dairy alternatives often contain as many as 15 ingredients, including stabilizers, syrups, added sugar, salt and thickeners. Non-dairy alternatives are often highly-fortified, their nutritional impact has not been thoroughly studied, and they vary in their nutritional profiles. Almond beverages have about 1 gram of protein per 8 oz. serving compared to 8 grams in an 8 oz. serving of milk.

