New Hampshire's Dairy Farm Families

Investing in our economy, environment, and communities



Economic Drivers

- 5,300+ direct jobs1
 - An additional 7,000+ jobs were indirectly supported by the dairy industry through suppliers and the indirect impact of the industry's expenditures
- \$127 million in wages¹
- **\$55** million in state tax revenues¹

Only 2.5% of farms in the state are dairy farms², yet they make up:

30% of total gross agricultural sales of \$191 million²

70% of farmed land⁴

Every \$1 invested in land conservation by farms returns \$11 in economic value in natural goods and services such as air pollution removal, carbon sequestration, and wildlife habitat³

Environmental Stewards

Carbon sequestration occurs when carbon is removed from the atmosphere and sequestered by protective vegetative cover crops that grow through the winter and spring on crop fields

The **4,420 acres of cover crops**⁹ planted in the state last year retained over **26 tons of vital nutrients**¹⁰ in the soil to grow crops in future years

Carbon emissions decrease with no-till planting that leaves soil undisturbed

U.S. dairy cows produce the **lowest amount of greenhouse gases per gallon of milk** compared to all other countries in the world (dairy is 2% of total U.S. GHG)⁷

Contributors to the Community

\$73,000 contributed by dairy farmers to New Hampshire schools in the past five years to support school breakfast and lunch programs through Fuel Up to Play 60⁵

\$18,500 in charitable giving by dairy farmers in the past five years to New Hampshire non-profit organizations⁶

On average, milk provides up to **19% of protein, 9% of calories and 14% of fat in our diets**⁸

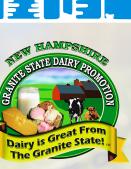
With 9-essential nutrients dairy is a nutritional bargain at 25 cents a glass

DAIRY QUESTIONS? Get answers at **MustBeTheMilk.com/FAQ** or **NHDairyPromo.org** Reach out to **info@NewEnglandDairy.com** to connect with a dairy farmer near you

For sources cited here please visit MustBeTheMilk.com/media/NH-Dairy-Sources.pdf



o 👩 NHDairy



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.
- Many dairy farms use "free-stall housing," a type of climate-controlled barn, where cows eat, drink and move about as they choose. Barns are designed for cow comfort featuring fans, misters, curtains and soft bedding like sand, mattresses or waterbeds.

MYTH Milk contains antibiotics

TRUTH

There are no antibiotics in your milk. Farmers work with veterinarians to provide medicines to cows when they are sick—just like you may consult your doctor when ill. All milk—regular and organic—is tested multiple times before it gets to you, and if it tests positive for even the slightest trace of antibiotics, it is safely thrown out and never reaches the store.

- On a conventional farm, the cow is seperated 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, and often goes to a non-organic farm for treatment.

MYTH

You can get enough calcium from other food

and the second

TRUTH

Milk is the No. 1 food source of calcium in the American diet. Cheese is the No. 2 source. It's all about absorption.

- Dairy helps your body absorb calcium with vitamin D, potassium and magnesium for building stronger bones.
- Other naturally calcium-rich foods such as spinach, kale and soybeans contain oxalic and phytic acids, which limit your body's ability to absorb calcium.

You'd have to eat 8 cups of cooked spinach to absorb the same amount of calcium as you get from 1 cup of milk.¹¹

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, and dairy milk is backed by decades of research. 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, which often contain as many as 15 ingredients, including stabilizers, syrups, added sugar, salt and thickeners. Non-dairy alternatives are often 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.