

MILK

Where's your mustache?

Dairy shorts

- 1 Milk is the only major crop that is harvested daily
- 2 Why drink warm milk to help fall asleep? Because milk contains an amino acid that sends a signal to the brain to relax, and the warmth of the liquid is also relaxing
- 3 Dairy cows provide 90 percent of the world's milk
- 4 One out of every four women, and one out of every eight men, are likely to develop osteoporosis, a crippling bone disease, by age 60. Osteoporosis can be prevented by adequate calcium intake combined with exercise. Milk and milk products are the best sources of calcium in the American diet.
- 5 Milk is the most popular drink with breakfast. Americans consume milk with 28 percent of all breakfast meals.
- 6 Chocolate milk provides the same nutrients as white milk and contains about the same amount of sugar as a glass of orange juice.
- 7 Dairy cows provide 90 percent of the world's milk
- 8 Nearly half (47 percent) of all Americans remember dunking their cookies in milk as a favorite childhood pastime, but as adults, only a quarter (25 percent) partake in the ritual.
- 9 Two out of three Americans do not get the recommended daily requirements for calcium. Adequate calcium intake, combined with exercise, can prevent the bone-crippling disease, Osteoporosis. One out of every four women and one out of every eight men are likely to develop Osteoporosis. Milk and milk products are the best source of calcium, providing more than 70 percent of the calcium in the U.S. Food Supply.
- 10 Starting in January 1998, new milk labels were required on all milk sold in the United States. Changes were made from the label "2% Lowfat" to "Reduced Fat" and "Skim Milk" to "Fatfree Milk" or "Nonfat Milk." The change from "skim" to "fatfree" was made to inform consumers that fatfree milk is not skimmed of nutrients, just fat. It contains all of the nutrients that other milks do.
- 11 In addition to the new labels, cartons of fat free and 1/2% lowfat milk can now display the American Heart Association's heart-healthy symbol. This symbol signifies that these products meet American Heart Association guidelines for fat, saturated fat, and cholesterol.
- 12 The first dairy cows came to the "New World" in 1611 and helped to end starvation at the Jamestown colony.
- 13 The average cow produces more than 90 glasses of milk each day.
- 14 About eight percent of the milk produced in the United States is used in ice cream products.
- 15 In Pennsylvania, the largest user of milk is Hershey Foods, where they use it in their chocolate products.
- 16 During the first half of the twentieth century, about 97 percent of all dairy herds had 20 cows or less - about as many as one person could milk by hand. The average cow produced no more than

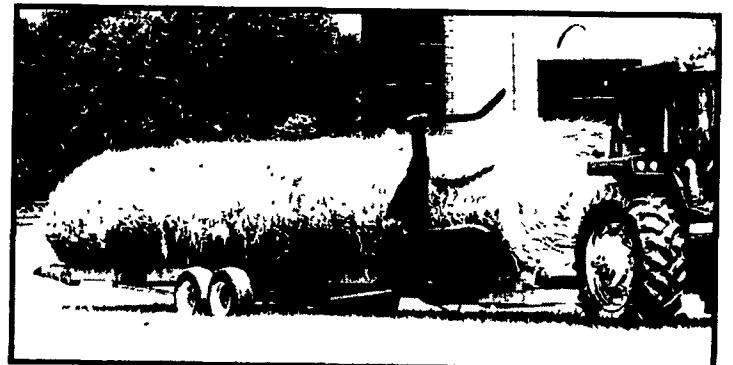
5,000 pounds of milk each year (about 580 gallons). Today, the United States average for commercial herds is about 70 cows, and the average cow produces about 16,000 pounds of milk each year (about 1,860 gallons). Cows producing more than 20,000 pounds per year are common.

- 17 Thirty scientific studies over the last 20 years show that increasing calcium intake can prevent high blood pressure in those who are at risk, and low blood pressure in those who already have an elevated level.
18. In 1851, the first cheese factory in the United States was built by Jesse Williams in Oneida County, New York.
19. The state of California leads the United States in milk production. Wisconsin is second in milk production, but tops the nation in cheese production by a wide margin. On the local front, Pennsylvania ranks fourth in milk production.
20. Currently, almost one-third of all milk produced in the United States each year is used to manufacture cheese. Recent increases in the overall demand for farm milk has in part been due to the continued growth of the cheese industry.
21. Controversy surrounds the invention of the ice cream cone. Some say it was produced in 1896 in New York City, while others credit a vendor at the 1904 St. Louis World's Fair.
22. Manufacturers introduced more than 850 new dairy products into the marketplace last year - from whole-fat to fat-free - according to *New Product News*.
23. People who are lactose intolerant, or have trouble digesting the natural milk sugar lactose, can still enjoy lactose-reduced milk, as well as hard cheeses and yogurt. Also, new research shows many can drink full-lactose milk if it's taken with a meal.
24. About 76 percent of fluid milk is sold in plastic containers. Paper accounts for the other 24 percent. Sixty-four percent of milk is sold in gallon containers.
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27. Only one percent of fluid milk is home delivered. More than 57 percent is sold through supermarkets, with another 11 percent sold in convenience stores. Schools count for seven percent of sales. Other outlets, including restaurants and the military, account for the remaining 24 percent of fluid milk sales.

(Turn to Page E11)



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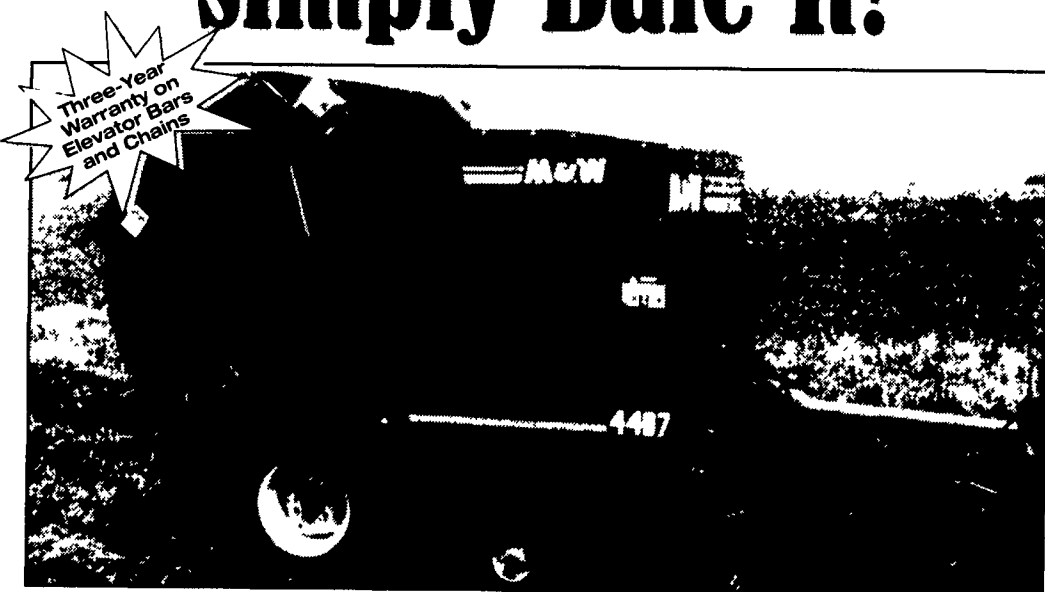
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