New Hampshire's Dairy Farm Families

New England Dairy

Investing in our economy, environment, and communities

Economic Drivers

- **5,300+** direct jobs[1]
  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 wages[1]
- **$55** million in state tax revenues[1]

Only 2.5% of farms in the state are dairy farms[2], yet they make up:

- **30% of total gross agricultural sales** of $191 million[2]
- **70% of farmed land**[4]

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 habitat[3]

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 60[5]
- **$18,500** in charitable giving by dairy farmers in the past five years to New Hampshire non-profit organizations[6]
- 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

GET MORE REAL DAIRY FACTS:

NHDairyPromo.org and **NewEnglandDairy.com/Farm-FAQs**

For sources cited here please visit
NewEnglandDairy.com/wp-content/uploads/NH-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.
- 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

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.