Milk is a valuable source of essential nutrients that promote good health: calcium, potassium, vitamins A, D and B12, protein, phosphorus, riboflavin, magnesium and zinc.

**ENVIRONMENTAL**
Innovations and efficiency improvements have enabled the industry to reduce the environmental impact of a gallon of milk.

**SINCE 1944:**
- 90% less cropland
- 76% less manure
- 65% less water
- 63% less carbon

We are continuously improving through partnerships, research and projects.

**ECONOMIC**
- Dairy products are affordable and readily available.
- Milk is the lowest-cost food source of dietary calcium.
- Adequate dairy consumption can lower risk of certain chronic diseases, which has the potential to lower healthcare costs by as much as $200 billion over a five-year period.
- Dairy farms and businesses support rural economies in all 50 states and Puerto Rico.

**SOCIAL**
A wholesome choice for a healthy, active lifestyle, dairy products taste great and deliver essential nutrients.

**OUR FIRST GOAL**
25%
GHG REDUCTION FOR FLUID MILK BY 2020

**HEALTH BENEFITS:**
- Bone health
- Weight management
- Exercise recovery

>90% OF SCHOOLS PROVIDE LOW-FAT AND/OR NON-FAT MILK

18% OF PROTEIN IN AMERICAN DIET IS PROVIDED BY DAIRY PRODUCTS

~25¢
LOW COST PER SERVING

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