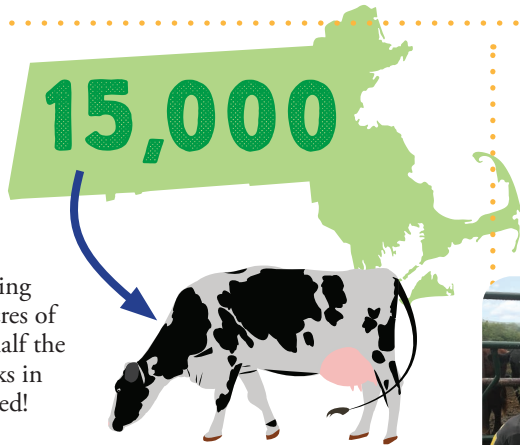


WHAT'S YOUR MASSACHUSETTS MOO I.Q.?

Boost your dairy smarts with these amazing facts about dairy farming. Remember: The milk, yogurt, cheese, butter, ice cream, and other dairy products you enjoy start with cows on Massachusetts family dairy farms.

NUMBERS TELL THE STORY*

- There are 15,000 cows on 135 dairy farms in Massachusetts, helping to preserve 113,600 acres of land — that's almost half the size of all the state parks in Massachusetts combined!
- Each dairy cow produces 128 glasses of milk a day. That's almost 2 million glasses of Massachusetts milk every day — that's a lot of milk!



DAIRY FARMS SUPPORT MASSACHUSETTS' ECONOMY

- Dairy farm families work 365 days a year to support the local economy.



- 97% of Massachusetts dairy farms are owned and run by families. They do a lot themselves but rely on experts from the community to support their business, including dairy nutritionists, tech experts, environmentalists, veterinarians, mechanics, carpenters, and more.

MEET MASSACHUSETTS' DAIRY COWS



- Dairy cows aren't always black and white. You can find many different breeds, including Holstein, Jersey, Brown Swiss, Ayrshire, Milking Short Horn, and Guernsey. Do you know which breeds are shown here?†



LIKE TECH? SO DO DAIRY FARMERS!

- Dairy farmers can use robots, transponders (like "fitbits"), and other high-tech devices to care for their cows.
- Transponders can track important information like how much cows walk, eat, sleep, and chew their cud. This information helps farmers know that each individual cow is happy and healthy.



DAIRY COWS RECYCLE!

- Dairy cows turn parts of foods that humans can't or won't eat — like cornstalks and fruit and vegetable peels — into nutritious dairy products.



- Cow manure fertilizes fields and can be combined with leftover human food in a methane digester to make electricity.
- U.S. dairy cows produce lower amounts of greenhouse gases per gallon of milk than cows in any other country around the world.**

HEALTHY COWS HELP KEEP YOU HEALTHY, TOO

- In Massachusetts, milk goes from farm to fridge in 48 hours, so you know it's fresh.



- Each 8-oz. glass of milk includes 9 essential nutrients your body needs.

VISIT WWW.NEWENGLANDDAIRY.COM
TO LEARN MORE ABOUT DAIRY FARMS IN MASSACHUSETTS.



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*Numbers are approximate. Massachusetts Department of Agriculture, Massachusetts Dairy Tax Credit Report 2018
**Innovation Center for U.S. Dairy. (2017). Stewardship and Sustainability Framework for U.S. Dairy. pg. 9:
www.usdairy.com/sustainability/commitment/stewardship-and-sustainability-framework-for-us-dairy

†The cow breeds shown are (left/right) Jersey and Brown Swiss.