



HOW MUCH DO YOU REALLY KNOW ABOUT MILK'S FARM-TO-GLASS JOURNEY?

A recent survey conducted by the National Milk Life Campaign examined responses from more than 1,000 moms with kids ages 12 and under¹

- **Moms crave locally sourced food more than ever before.**
 - More than three-quarters of moms are actively looking for locally sourced food options when grocery shopping for themselves and their families.
 - Nearly 70 percent of moms define foods that are locally sourced as those produced near their home or market.
- **And yet, moms may not always understand just how short milk's journey from farm to glass actually is.**

FACT	WHAT MOMS THINK
Milk often originates from dairy farms about 300 miles away from your local grocery store.	77 percent of moms are confused about the distance milk travels before appearing on grocery store shelves. In fact, 16 percent think milk travels more than 1,000 miles.
Milk typically arrives on grocery shelves in just 48 hours , on average, after leaving the farm.	Nearly two-thirds of moms think milk takes anywhere from more than two days to more than a week to go from the farm to grocery stores.
Of the 47,000 dairy farms in the United States, 97 percent – small and large – are family owned .	Nearly 80 percent of moms didn't know that the majority of dairy farms in business today are family-owned and operated.

- **Moms may also have misconceptions about what is in their milk and what happens to it once it leaves the farm.**

FACT	WHAT MOMS THINK
Milk is remarkably simple, containing just three ingredients: milk, vitamin A and vitamin D.	More than one-third of moms believe preservatives are added to milk before it goes to consumers, and nearly 18 percent think sugar is added.
Little handling is done to milk from the farm to your refrigerator. One of the few steps before it reaches your table is pasteurization, a simple heat treatment process that kills bacteria - extending milk's shelf life and keeping it fresher for longer, ensuring it's safe to drink.	More than one-third of moms don't know what pasteurization is.

To learn more about milk's farm-to-glass journey, visit MilkLife.com and tune in to "Glass is in Session" with your kids on YouTube.com/MilkLife.

¹ Weber Shandwick conducted an online Google survey among 1,010 moms between the ages of 18-54 on behalf of The National Milk Life Campaign between June 22 – June 26.