

PRICE·TAG

COST·TAG



Change the world and your foodshed with a fork, wallet and brain

MILK & DAIRY PRODUCTS PRICE TAG

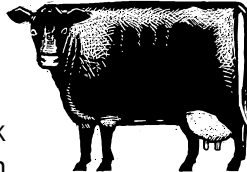
A gallon of milk may cost anywhere from \$1.69 to \$4.89, with organic milk at the high end of this range. The price of cheese ranges from \$2.09 to \$5.59 per pound. What are the hidden costs associated with these prices?

MILK & DAIRY PRODUCTS COST TAG FOOD MILES

The milk in your cheese may come from California or Wisconsin, which together produce 40% of the nation's milk. It may also be supplemented with milk protein concentrate from overseas.

GENETIC DIVERSITY

Selective breeding has narrowed the genetic base of today's milk cow. Black and white Holsteins, the most common breed, originally produced around 5,000 pounds of milk per cow annually. They can now pump out 20,000 pounds per year, but live only an average of two lactations.



SOCIAL COST

The number of farms with milk cows declined over 97% between 1940 and 1997. When you buy local milk, you help keep your local dairy farms in business.

ENVIRONMENTAL IMPACT

Poor manure management on dairy farms can cause nitrates, phosphorous, and bacteria to seep into our lakes, streams, and possibly groundwater. Farmers who manage their livestock sustainably with practices like rotational grazing keep contaminants out of our water.

WHAT CAN YOU DO?

Buy milk from local processors that support local farmers. Buy organic or grass-based milk and dairy products whenever possible. Urge your state and federal representatives to support sustainable agriculture legislation.



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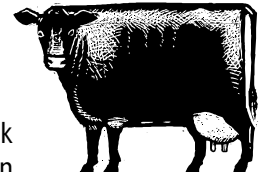
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