

The ALBERTA Dairy Industry at a glance.

1303-91 st SW Edmonton, AB • T6X 1H1 • 1-877-361-1231

MEET JOE AND JANE

THEY ARE ONE OF

551

DAIRY FARMS IN ALBERTA



Every single one of these farms are

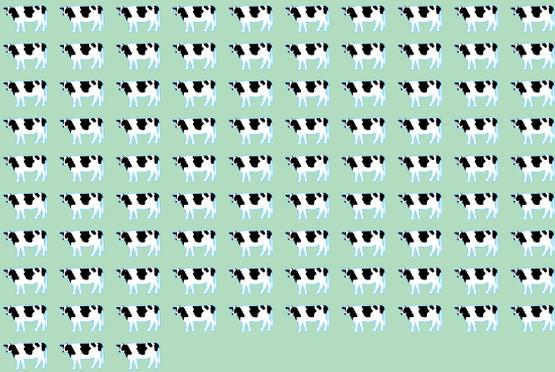
FAMILY OPERATED

No factories here



LIKE THE AVERAGE HERD, THEY HAVE

93

 COWS ON THEIR FARM

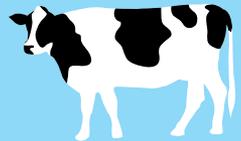
EACH HERD IS MILKED AT LEAST

2 times a day

7 days a week

365 days a year

THEY MILK HOLSTEIN COWS.
Most in Alberta do



THIS IS A HOLSTEIN COW!

HER NAME IS *Bessy*

MAKING *Bessy* HAPPY

IS A BIG PRIORITY FOR JOE AND JANE

😊 HAPPY COWS = HAPPY FARMERS 😊

SO THEY DO A LOT OF THINGS TO MAKE SURE SHE IS

😊 **HAPPY**
LIKE:



✓ Clean, fresh water



✓ Cool barns in the summer and warm in the winter



✓ Nutritious feed



✓ Care if they are sick

The ALBERTA Dairy Industry

THEIR FARM CONTRIBUTES TO
THE TOTAL OF ABOUT
658,000,000 L
OF MILK PRODUCED
IN ALBERTA EACH YEAR



ALBERTA



IS THE FOURTH
LARGEST
MILK PRODUCING
PROVINCE IN
CANADA

Only safe and high quality milk is picked
up processed from the Joe & Jane's

NOT SAFE
=
NOT PICKED UP

X Antibiotics
Synthetic hormones

IN ADDITION TO THESE PLANTS,
THERE ARE

10,000

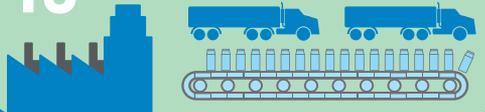
OTHER PEOPLE THAT RELY ON THE
ALBERTA DAIRY INDUSTRY FOR
THEIR LIVELIHOODS



CANADA HAS SOME OF THE
HIGHEST STANDARDS
— IN THE WORLD FOR MILK —
SAFETY AND QUALITY

It is picked up and goes to one of Alberta's

19

 MILK PROCESSING PLANTS

After it is pasteurized and packaged,
fluid milk heads to your
GROCERY STORE



After only **5 days**, milk gets from the cow
to the shelf bursting with 16 ESSENTIAL NUTRIENTS

How's that for
keeping things



Look for the 100% Canadian Milk symbol
to know you're supporting local farming
families like Joe and Jane.

THANKS TO SUPPLY MANAGEMENT

we receive **\$0** in subsidies
from the Canadian government

So drink up, we'll make more.

www.albertamilk.com • @moreaboutmilk

