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Ever Wonder Where Your Milk Comes From? Here's Your Chance to Ask

(Edmonton, AB) Alberta Milk is taking it all off with their new website feature, [Ask a Dairy Farmer](#). The premise is simple: ask any question about the dairy industry and receive an answer. Similar to McDonald's *Our Food. Your Questions.* campaign, Alberta Milk is opening their online doors to consumers to get to know the industry. With Canadians now 2-3 generations removed from the farm, Alberta Milk hopes consumers will gain a better understanding of the industry that produces the milk Canadians drink every day.

Questions range from "Are there antibiotics in my milk?" to "Why is it illegal to buy raw milk in Alberta?" and are semi-anonymous (if you have a question, you only have to provide a first name). Questions are submitted electronically at albertamilk.com/ask-dairy-farmer where they are reviewed and replied to. All questions and answers are publically displayed on the page, so that *all* website visitors will have the opportunity to get *all* the facts.

"One of the largest barriers we face is that people do not understand where their milk comes from and how it's produced," says Mike Southwood, general manager of Alberta Milk. "When they don't understand, they make assumptions – and many of these assumptions are simply not true. We hope this website will help curtail some of these inaccuracies about the dairy industry."

The website feature is part of an overall upgrade to the Alberta Milk website, albertamilk.com, showcasing a new look and feel. The new website, which illustrates Alberta Milk's mission, vision and values, is a welcomed addition to information on dairy nutrition, supply management and current events.

About Alberta Milk

Alberta Milk is a non-profit organization that represents the province's dairy producers in policies and transportation, marketing and education, research and administration. Our vision is to grow a vital, sustainable and prosperous dairy industry.

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