



# FROM FARM TO FRIDGE





Alberta Milk is a non-profit dairy organization established in 2002 under the authority of the Marketing of Agricultural Products Act of Alberta. The dairy industry in Alberta is driven by dairy producers, for dairy producers. Licensed producers develop policies that guide the industry by being elected to represent regions throughout the province. We work with dairy organizations across Canada and Dairy Farmers of Canada to be the voice of Canadian dairy producers.

## OUR VISION

is to grow a **vital, sustainable,**  
and **prosperous** dairy industry



## OUR MISSION

Alberta Milk leads Alberta's dairy industry. We support the effective operation and advocacy of the supply management system in a vibrant, sustainable and market-focused system.



# MILK IS A NUTRITION POWERHOUSE

It contains **16 essential nutrients** plus energy. Milk is a great source of **calcium** and **vitamin D**. Enjoy milk everyday!



Alberta Milk works with various partners to deliver dairy nutrition education, marketing communications and agriculture education programs to diverse audiences. Alberta Milk is visible at many community events and activities across the province. Our website, [moreaboutmilk.com](http://moreaboutmilk.com), has a wealth of information for consumers, educators and health professionals. Learn more about us by reading our blog, visiting our Facebook fan page or follow us on Twitter.

**For more information, visit:**

- [neverstopmilk.ca](http://neverstopmilk.ca)
- [moreaboutmilk.com](http://moreaboutmilk.com)
- [powertoplay.com](http://powertoplay.com)
- [power4bones.com](http://power4bones.com)
- [moo2you.ca](http://moo2you.ca)
- [anydaymagic.ca](http://anydaymagic.ca)
- [nourishmovethrive.ca](http://nourishmovethrive.ca)



ALBERTA IS HOME TO ABOUT 600 FAMILY-OWNED DAIRY FARMS AND  
**80,000 COWS**

Each cow produces an average of 9,500 kg of milk per year. That's 650,000,000 litres of milk produced in Alberta annually!

About 10,000 Albertans rely on milk to make a living and the Canadian dairy industry contributes \$15.2 billion per year to the GDP.

COWS ARE MILKED AT LEAST  
**TWICE EVERY DAY AND REMAIN A  
SEVEN-DAY-A-WEEK**  
JOB FOR DAIRY PRODUCERS

The milk is piped into a refrigerated bulk tank that keeps the milk cold. It is then picked up by a certified bulk milk grader who inspects the milk and submits a sample from every tank to the Central Milk Testing Lab where it is tested for a number of quality and food safety indicators.





In order to ship milk in Alberta, all dairy farms must be registered in the Canadian Quality Milk program. This mandatory on-farm food safety program helps producers prevent, monitor, and minimize food safety risks on their farms. Alberta dairy farms must pass regular inspections and meet provincial government standards. **Only healthy, content cows produce quality milk.**

EVERY YEAR, MILK HAULING  
COMPANIES DRIVE TRUCKS ALMOST  
**8 MILLION KILOMETERS**  
to deliver milk to the 18 active processors in Alberta.





# MAKE SURE IT'S 100% CANADIAN MILK



The 100% Canadian Milk symbol is your guarantee that you and your family are getting dairy products made from quality Canadian milk that is free of antibiotics and synthetic growth hormones. **When you buy 100% Canadian milk products, you're supporting your local dairy farmers.**



Our milk producers work closely with their animals and the land every day. They strongly endorse responsible and humane individual animal care and initiatives which promote environmental stewardship.

Supply management matches farm production to consumer demand. This system allows productive and efficient dairy farmers to be profitable, and assures consumers a constant supply of fresh, safe dairy products. It provides producers with predictable income, which is reinvested into rural Alberta businesses without relying on government or taxpayer support.



Representing Alberta's dairy producers

[albertamilk.com](http://albertamilk.com)

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