

DO YOU WANT THE CHOICE OF DRINKING FRESH MILK

If so it could be in your best interest to

BUY PROCESSOR BRANDED MILK ONLY

as farmers do not receive enough money from low priced supermarket milk

to continue to provide fresh milk from their contented cows

Fresh milk is a **highly nutritious high quality product from local dairy farms** – primarily family owned very efficiently and from contented cows.

Production of fresh milk is costly as farmers need to breed high quality cattle that produce high quality milk and then provide high quality pasture so cows can milk to their genetic capacity, then milk them in dairies equipped with expensive state of the art equipment to keep them happy.

Deregulation in 2000 almost spelled the death knoll of the fresh milk industry – half of the nations farmers went out of business.

Now an even greater threat to the continued supply of local fresh milk looms from low pricing of retailers branded milks – which is only currently sustainable by farmers cross subsidising with income from sales of the processor branded milk – which are dropping.

THE FUTURE IS IN YOUR HANDS – IF YOU WANT TO BE ABLE TO CONTINUE TO DRINK LOCAL FRESH MILK FROM CONTENTED COWS THEN **BUY THE PROCESSOR BRANDED PRODUCTS** NOT THE CHEAP SUPERMARKET MILK.