

TOP 10 Myths

There are a number of misconceptions about the dairy industry. Check out the facts behind these common dairy milking myths and the technologies associated with it.

Myth

1 Cows in a barn are less happy than those that are out in a field.

Through the measurement of stress hormones it has been shown that cows are more comfortable inside a barn where they are in a controlled climate rather than exposed to the elements in a field. Source: *Journal of Dairy Science*



Myth

2 Dairy alternatives are more environmentally friendly.

The ratio of CO₂ per gram of protein produced is much lower in dairy milk than in dairy milk alternatives. Source: Food and Agriculture Organization of the U.N.



Myth

4 Humans don't need dairy in their diets.

At one point humans were unable to consume dairy after a certain age. However, we experienced a genetic change about 7,500 years ago that now allows us to consume dairy. In fact USDA now recommends between 1 to 3 cups of dairy a day. Source: University College London & USDA



Myth

3 Dairy milking is not a technologically advanced industry.

Dairy farms today have a number of technologies including robotic milking systems that allow cows to milk themselves. Farmers are also able to monitor cow health using a Fitbit-like device for cows.

Source: *The Washington Times*

Myth

5 Juices and other milk alternatives are healthier.

One 8 oz. glass of milk contains two times the number of vitamins and nutrients of a comparable sized glass of juice.

Source: *Journal of Dairy Science*

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Myth 6 Cows are harmful to the environment.

Cow manure contains nutrients that can be applied to other crops reducing the need for synthetic fertilizers. Methane gas produced by cows can be used to generate electricity. The reduced environmental impact numbers shown on the benefits page support the industry's goal of being carbon neutral by 2050 or sooner.

Source: US Dairy Alliance



Myth 7 Modern milking is uncomfortable for the cow.

Modern milking equipment offers many advantages including fully robotic or other automated technology whereby the needs of the animal are monitored to provide a gentle and complete milking process.

Source: *The Washington Times*



Myth 8 Dairy cows are pumped full of antibiotics.

Antibiotics are only used on an as needed basis and can only be administered by a veterinarian. When a cow is given antibiotic, the cow and her milk are separated until it has left her system.

Source: *The Journal of Dairy Science*

Myth 9 Dairy farmers don't care about their cows.

A healthy cow is the number one priority for any dairy farmer. Healthy, happy cows are their livelihood.

Source: Farmers Assuring Responsible Management



Myth 10 Cows compete with humans for food.

Cows diets consist mainly of hay and forage which is farmed on land that is most often not suitable for other crop production. They are also fed other foods that are not for human consumption.

Source: *Journal of Nutrient Management*