

Senate Majority Policy Committee Whole Milk in Schools Hearing, June 16, 2021

Thank you, Honorable Chairman Scavello and Committee for inviting me to testify about whole milk choice in schools. My name is Jackie Behr, and I work with an independent dairy nutrition group called R&J Dairy Consulting. I also serve as a board member to 97 MILK, a grassroots organization of volunteers formed to educate consumers on whole milk and dairy products. I am also a wife and the mother of 2 young girls, living in Stevens, Lancaster County.

I graduated from Penn State University with a bachelor's degree in business marketing, and I worked in the corporate world prior to joining R&J Dairy Consulting in 2009. The company was started by my father, Rick Stehr, who was raised on a family farm and has spent his life helping dairy farmers feed healthy diets to their cows. For me, working in agriculture was very different from any other industry that I worked in. It also did not take me long to see the disconnect of what consumers thought and what was actually the truth about dairy farming.

After Nelson Troutman painted his round bales, he and Bernie Morrissey participated in an R&J Customer Appreciation Meeting in January 2019, an event R&J holds annually that has around 400 dairy farmers in attendance. Nelson's idea not only got our attendees attention, but he also got the attention of community members who were talking about these painted bales they were seeing.

After the meeting many of us started thinking on how we could take this opportunity to another level and educate consumers. In mid-February, the owner of R&J, organized the very first meeting of 97 MILK, including dairy farmers and other agri-business people.

My background in market research made me want to understand more so before the meeting, I needed to understand what consumers knew so I created a questionnaire and sent it to 15 of my friends. I will share just one of the answers to my questions "how much fat is in whole milk" and the responses were 100%, 27%, 15%, not one person got it right (the answer is 3.25%)! These are educated people that think the jug of milk labeled "Vitamin D Milk" sitting beside the 2%, 1% and skim milk contains that much more fat.

At the very first 97 MILK meeting, I shared my questionnaire responses. Others in attendance also shared their experiences with consumers and everyone in attendance agreed that milk education was a missing piece. That day we decided to form 97 MILK and our first goal was to create a website and social media page.

Members of the committee worked hard, and in just one week on Feb. 22, 2019, we launched 97milk.com as well as started a Facebook page. In less than 24 hours, our Facebook page had 1,000 likes, and in 7 days we reached 2,000 page likes as well as reached 1.2 million views. Today, we have over 13,000 active social media followers. We also started seeing a steady flow of website traffic. People WANT to know about whole milk, and they want to know how to help local farms.

Through the website, we have been able to answer countless questions from consumers and give them real milk facts and answers. Consumers are savvy and want the opportunity to learn.

Dairy farmers produce a healthy and nutritious product that consumers have very little understanding about and children at school have no choice in. I can't begin to share all of the countless responses that I have received that said: "I never knew that! I'm switching to whole milk".

Part of the problem is we have lost a generation of milk drinkers since the option of whole milk was removed from schools. There are many nutritional reasons why our children should be able to choose whole milk at school. I included some milk facts in this document to help you see why.

Yes, my kids drink whole milk. I have given them skim, 1% and 2% as a test, and every time both my 3- and 6-year-old asked me what is this!? My kids taste the difference. I wonder how many other kids that holds true for.

As a mother I know if we are going to ask our kids to eat or drink something healthy, they need to like it.

I consider myself blessed that I get to work around some of the hardest working, most dedicated, honest, and humble people in dairy farming than in any other industry. But I also get to see the struggles, sacrifices and challenges firsthand.

I want my kids to be able to go on the farms that I worked on and say my grandpa used to work with you when he sold feed. But something has got to change, or we are going to see more and more family farms disappear.

I
LOVE
REAL
WHOLE
MILK!

**Maddie and Maci
from Lancaster, PA**



Having whole milk as a choice in schools is just one step in helping to support dairy farmers. On the other hand, consumers also deserve a choice to choose whole milk -- a product that is 2 ingredients, with no added sugar, has 21 minerals and 13 vitamins, contains 9 essential amino acids and 8 grams of protein... it's nature's powerhouse drink!

Thank you for this hearing, and please help us bring whole milk choice back to schools.

Show us your love for MILK by submitting your favorite milk drinking picture to 97wholemilk@gmail.com #ilovealwholemilk



DRINK WHOLE MILK

Nature's POWERHOUSE Drink

One 8 ounce glass contains:

21 Minerals | **13** Vitamins

Contains ALL **9** Essential amino acids needed for the body to build protein

2 Ingredients
MILK & Vitamin D

Studies show adding whole milk, to your diet helps you feel fuller longer and is associated with less weight gain and lower risk of obesity

97% FAT FREE
"Drink Whole Milk"

97MILK.com

An 8-ounce serving of milk, flavored or not, gives you the same....

- Riboflavin** as 1/3 cup of whole almonds
- Vitamin D** as 3/4 ounce of cooked salmon
- Vitamin B** as 3 ounces turkey
- Phosphorus** as 1 cup of canned kidney beans
- Protein** as 1 1/2 medium eggs
- Potassium** one small banana
- Niacin** as 10 cherry tomatoes
- Calcium** as 10 cups of medium spinach
- Vitamin A** 3/4 cup of broccoli

More on milk health go to: **97MILK.com**

97% FAT FREE
"Drink Whole Milk"

Did you know.....
Whole Milk is virtually 97% Fat-Free

Real Milks are labeled by their fat percentages:

- Non-Fat- 0%
- Low-Fat- 1%
- Reduced Fat- 2%
- Whole Milk- 3.25% -label simply says "Vitamin D Milk"

Learn more:
www.97milk.com

97% FAT FREE
"Drink Whole Milk"

I'm PROUD to give my kids WHOLE MILK

Nature's Nutrition Powerhouse

8 ounces, 150 calories, delivers:

- Calories by % of Recommended Daily Value (DV): 4% DV Carbohydrate, 12% DV Fat, 16% DV Protein
- Dairy Protein is a COMPLETE protein source containing all 9 amino acids!
- Dairy Fat is a healthy combination of a saturated, monounsaturated, and polyunsaturated fats, including CLAs and Omegas.
- Dairy Carbohydrate is lactose, a natural sugar found naturally in milk at half the amount of natural sugar found in most fruit juices. There are NO added sugars in real dairy milk.

Essential Nutrients by % of Recommended Daily Value (DV):

- Calcium 30%
- Vitamin D 25%
- Riboflavin 25%
- Phosphorus 20%
- Protein 16%
- B12 13%
- Potassium 11%
- Vitamin A 10%
- Niacin 10%
- Vitamin B5 9%
- Thiamin(B1) 7%
- Zinc 7%
- Magnesium 6%
- Vitamin B6 4%
- Folate 3%
- Vitamins E & K 1%

SOURCE: USDA National Nutrient Database for Standard Reference 4/18

More on milk education:
97milk.com

97% FAT FREE
"Drink Whole Milk"

97% FAT FREE "Drink Whole Milk"

HOME | MILK FACTS | DOWNLOADS | STORE | DONATE | FOR FARMERS | ABOUT 97MILK | 1 ITEM - \$25.00

Dairy Question Desk | CONTACT US

97 Milk

DRINK WHOLE MILK

MILK FACTS | SUPPORT LOCAL DAIRIES | ONLINE STORE

Did you know 97% of dairy farms are family owned? Support them by buying dairy products at your local grocery store.

You can tell what state and county your milk was bottled in by numbers on your milk jug. To see where your milk was bottled, check the plant code stamp on the top of the milk bottle near the expiration date, or sometimes the plant code is printed on the label. Plug the number into this website to see where it was bottled: www.WheresMyMilkFrom.com

Photo: Rohrer family, Meadow Lane Dairy, Lancaster, Pa.
#supportlocaldairy #drinkrealmilk #drinkwholemilk

Support LOCAL Dairy Farmers

By eating nutritious dairy products like MILK, ICE CREAM, CHEESE, YOGURT and BUTTER



✔ Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

70,775
People Reached

4,407
Engagements

Boost Post



Did you know these MILK FACTS? Get the facts and know that MILK is a safe, nutritious, and healthy choice always!
#milkfacts #drinkwholemilk

Drink WHOLE Milk

NATURE'S NUTRITION POWERHOUSE

Did you know....

- 1- WHOLE MILK is standardized to 3.25% fat-- virtually 97% FAT FREE!
- 2- Dairy protein is a COMPLETE PROTEIN containing all 9 AMINO ACIDS!
- 3- Milk is one of the original farm-to-table foods, in as little as 2 days, milk travels from farm to your grocery store shelves.
- 4- Dairy farmers rely on professional consultants that routinely visit their farm to ensure a COW IS HEALTHY and receiving a properly balanced diet.
- 5- No matter how it's labeled ALL MILK IS FREE OF ANTIBIOTICS, because all milk is tested before use. So, whether you choose regular or organic, you can feel good that milk is among the safest, most nutritious foods on the planet.
- 6- Real WHOLE MILK has a CLEAN & SIMPLE label just 2 ingredients: MILK and supplemental vitamin D.
- 7- 97% of dairy farms are family owned!
- 8- Cows transform plant fiber, that we can't eat, into nutrient-dense MILK, with a carbon footprint 2/3 smaller than 50 years ago.

You are supporting local dairy farms when you buy whole milk!

More on milk education go to 97MILK.com

✔ Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

454,015
People Reached

35,253
Engagements

Boost Post