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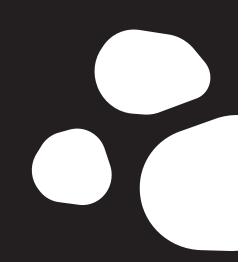




### Locally Raised + Sourced

Have you heard the moos?
With almost 1,200 dairy
families in Michigan, there's
a dairy farm near you. And
each of those farms supports
the local workers who bring
milk from farm-to-table in 48
hours so we can drink it fresh,
just the way nature intended.

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# The E-Cowlogy of Milk

Care about the earth? You're not alone. Dairy farmers are working hard to reduce their footprint, using less land, moving to renewable energy, and sinking carbon back into the soil. It all adds up to a better product, a better earth, and another reason to feel good about drinking milk.

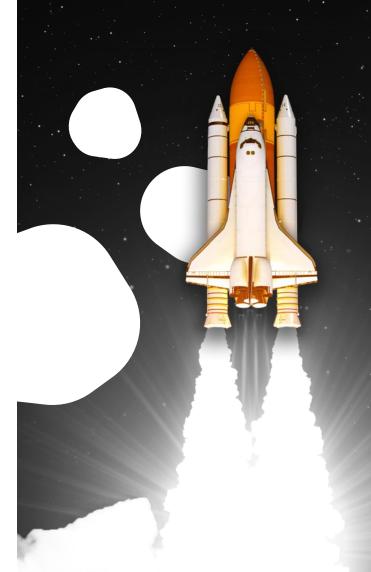


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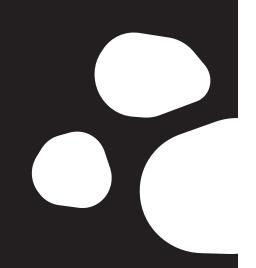
## The Milky Way Explored

It's a long way until lunch.

But we've got just the thing to fuel up. Join your friends and 14 million other kids across the universe who eat breakfast at school each day, filling your tank with smoothies, lattes, and cereal—all starring your favorite drink, milk.









#### Nature Knows Best

If your body could talk, it would ask for things like calcium, B vitamins, and vitamin D. Lucky for you, all you have to do is ask for milk! Each cup gives you these important nutrients plus 8 grams of protein, all wrapped up in a tasty, all-natural, and affordable drink you can enjoy every day.