



AmericanDairy.com



Housekeeping Items

- You are muted and your camera is turned off
- Write Questions in Q & A Section
- CEU credits
- Recording will be emailed 1 week after the webinar



Follow the Milk: From Farm to Fridge

October 26, 2022

[AmericanDairy.com](https://www.AmericanDairy.com)



Katie Dotterer
Founder/Instructor AgvoKate
<https://www.agvokate.com>
Instagram: @the_agvokate
Facebook: @agvokate
Email: katiedotterer@agvokate.com

AmericanDairy.com



Meredith McGrath RD, LDN

Nutrition Marketing
and Communications Manager
At Redner's Market

Email: mMcGrath@rednersmarkets.com



AmericanDairy.com



Milk in Retail

- 75% of all milk sold is in Supermarkets
- Accounts for 8% of total store sales
- Shoppers who buy milk spend nearly 4 times more
- Plant based milk accounts for 16% of all retail milk sales



What's in the Dairy Case

Traditional Cow's Milk

- Whole Milk (3.5%)
- Reduced-fat milk (2%)
- Low-fat milk (1%)
- Fat-free milk (0.2%)
- Organic milk
- Flavored milk
- Lactose free milk
- A2 milk
- Ultra-filtered milk



Non-dairy Milk Alternatives

- Soy
- Almond
- Oat
- Cashew, Potato, Rice, Kemp, etc.



Milk Nutrition

Cow's Milk

- 16% DV Protein (8 g.)
- 25% DV Calcium
- 20% DV Phosphorus
- 10% DV Potassium
- 30% DV Riboflavin
- 50% DV Vitamin B-12
- 15% DV Vitamin A
- 15% DV Vitamin D



13 WAYS MILK CAN HELP YOUR BODY

One serving of milk contains many of the essential nutrients your body needs, including:

CALCIUM	Helps build and maintain strong bones and teeth.	25% DAILY VALUE
PROTEIN	Helps build and repair tissue. Helps maintain a healthy immune system.	16% DAILY VALUE
VITAMIN D	Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.	15% DAILY VALUE
PHOSPHORUS	Helps build and maintain strong bones and teeth, supports tissue growth.	20% DAILY VALUE
VITAMIN A	Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.	15% DAILY VALUE

How we can help Patients/Consumers?

Reasons

- Lactose intolerance
- Milk Allergy
- Misinformation
- Health halo of alternatives
- Increased plant Based eating



“Milk Does a Body Good”

- Naturally occurring nutrients
- Contributes shortfall nutrients
Ca, Vit D, K+
- 2020 DGA recommend 3 daily servings of low-fat/fat-free dairy
- Healthy eating patterns, which include dairy, are linked to a reduced risk chronic diseases such as DM, CAD, CVD, HTN and stroke
- Improved bone health
- Price of alternatives can be 50-100% more





Mandy Enright, MS, RDN, RYT
www.mandyenright.com

Facebook, Twitter,
Instagram,
Pinterest,
YouTube, and

TikTok: @mandyenrightRD

Email: mandyenrightrd@gmail.com

AmericanDairy.com

The background is a stylized illustration of a farm. In the center is a blue barn with a gabled roof and a large double door. To the left and right of the barn are several green trees. In the foreground, two blue cow silhouettes are shown: one on the left facing right, and one on the right facing left. The ground is a mix of green and blue, suggesting a field and a body of water or a path.

Milk at Home: Savor the Flavor

- Dating in the Dairy World
- Dairy Fresh Hacks
- Upcycling Dairy

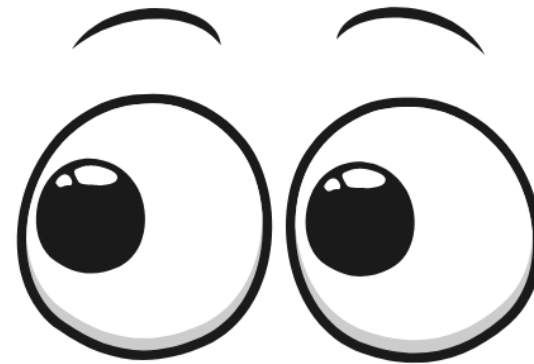
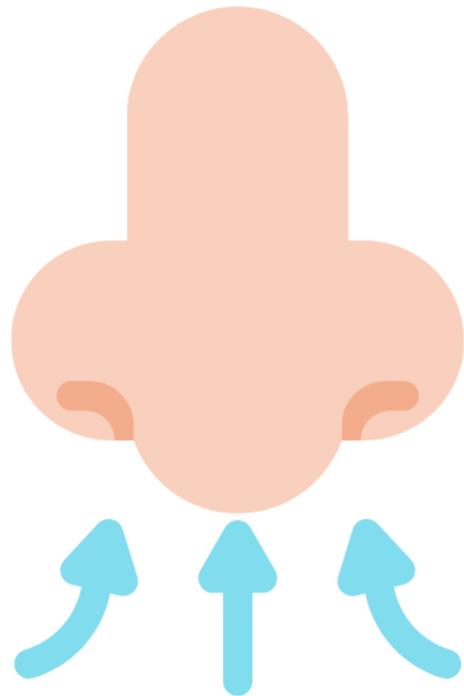
Dating in the Dairy World

- Sell By
 - This is for the **STORE**
 - Indicates how long store should display item for sale
 - Ideal to buy before this date
- Use By
 - This is for the **CONSUMER**
 - Last date to use item while at peak quality
 - Can still use after this date
- Best if Used By (or Before)
 - Best flavor or quality
 - NOT an indicator of safety or purchase date
 - Shown to cause less customer confusion



Practice Safe Dairy

- DO NOT go by expiration date
- Go by:



Safety At Every Step



SHOPPING

- Dairy aisle last
- Plan ahead
- Put away ASAP

STORAGE

- Fridge back bottom
- Temps $<40^{\circ}\text{F}$
- Keep away from hot foods

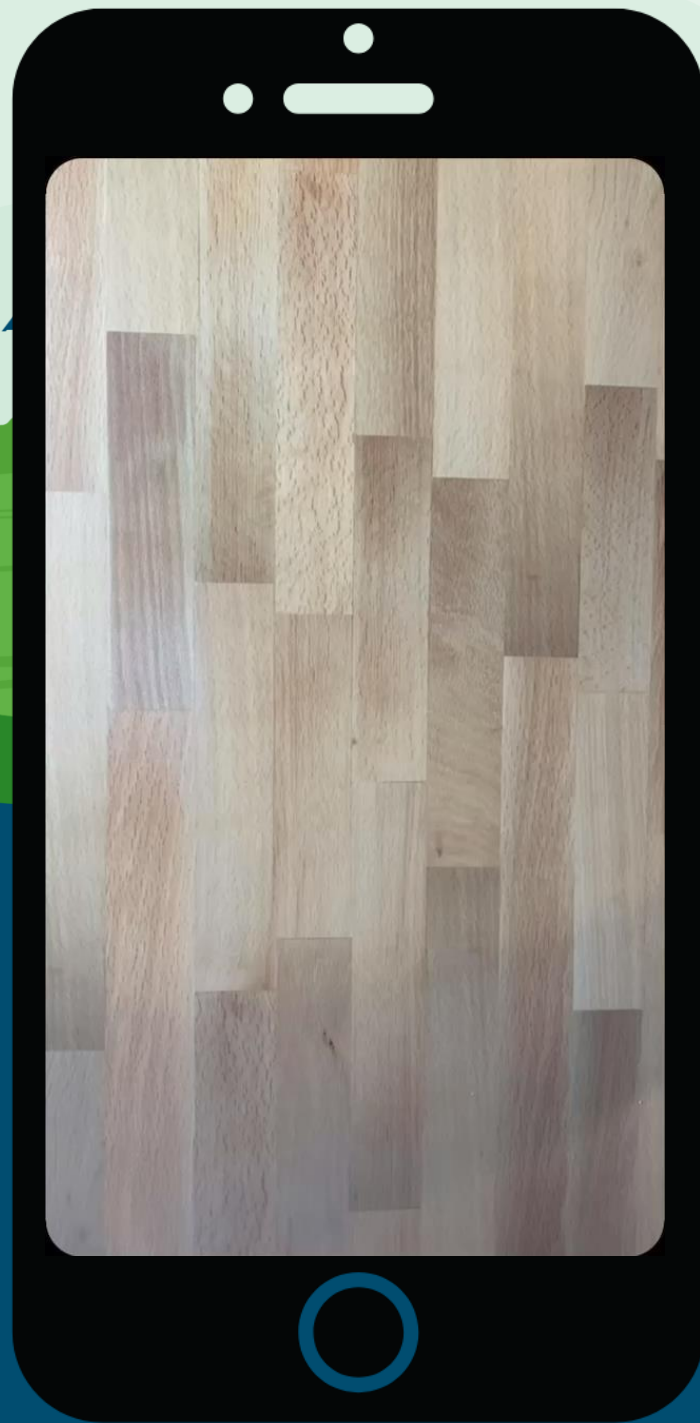
DAILY USE

- Don't leave out
- Cover ASAP



Freshness Hacks

- Milk
- Yogurt
- Sour Cream/Ricotta/Cottage Cheese
- Cheese



AmericanDairy.com



Never Say Goodbye...

UPCYCLING

AmericanDairy.com

Upcycling Dairy



**Buttermilk, Sour Cream,
or Crème Fraiche**



**Pancakes &
Baked Goods**



Frozen Dairy Cubes



Creamy Soups



Rinds in Soups & Sauces



Pair with Produce

Don't Ditch Dairy Containers



Source: <https://www.americandairy.com/dairy-diary/how-to-upcycle-dairy-in-the-kitchen/>

Dairy Fresh Resources



- USDA Foodkeeper App
 - <https://www.foodsafety.gov/keep-food-safe/foodkeeper-app>
- USDA Your Safe Food Handbook
 - https://www.fsis.usda.gov/sites/default/files/media_file/2020-12/Kitchen-Companion.pdf
- Keeping Dairy Foods Safe
 - <https://www.americandairy.com/health-wellness/food-safety/>
- Upcycling Dairy
 - <https://www.americandairy.com/dairy-diary/how-to-upcycle-dairy-in-the-kitchen/>



Questions

- Continuing Education Certificates
- The Full Webinar Recording





Want more farm
content?

THIS 
AMERICAN DAIRY
 FARMER

Americandairy.com/TADF

New episodes weekly!

AmericanDairy.com