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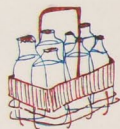


WHAT CAN YOU DO?

- 1 Support your local community
- 2 Buy direct from your producers
- 3 Look out for organic milk
- 4 Go for quality instead of quantity
- 5 Enjoy "real" food not imitated

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SHOP LOCAL



Supermarkets are taking over more and more dairy farms every day, due to customers only buying there milk from supermarkets instead of there local dairy farms. In 1995 there was 28,000 dairy farmers now there's just under 10,000.

For this to change it's up to us the CUSTOMERS to buy are milk from local farmers and to stop them from going out of business. So what's the difference between SUPERMARKETS and dairy farms?

What exactly do you get from local milk?

The first and most important thing is *customer service*, milk men are all about building up a relationship with there customers, they accept feedback and are willing to go out of there way to help there customers out. It's a *socially valuable* service that helps build business connections and builds on the community feel of the area.

In the 1995 45% of milk was delivered directly to our doors now this is below 5%

Secondly you get it delivered directly to your door, Lancashire farm have 3 deliveries a week. This means no getting in your car and driving to the nearest supermarket, instead it's on your **DOORSTEP** the minute you wake up. Fresh from the cow the day before and done with less transportation emissions.

It's ECO friendly with less fuel emissions and in transportation and the choice of glass bottles, which can be returned and reused for the next time.

It may be a few pence more expensive than supermarket milk but wouldn't you rather know where your money is going and help a local business not fall short. With higher costs in production and food for the cows, dairy farms need our business more than ever. Don't let supermarkets take over our BRITISH COUNTRYSIDE.

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FARMERS
GO
OUT OF
BUSINESS
EVERY WEEK



The first this done is to clean through the stalls and make sure the cows are free of germs, and cleaning through the pipes that the milk travels through, insuring that the milk they will produce will be fresh and clean.

The cows are then feed and the pips are turned on which starts pumping their milk. The milk is transferred through to a large jar which is then collected and pasteurized. Which is a heat treatment to improve safety. Where the milk is

brought to a high temperature for a short time in order to kill harmful bacteria. This is then taken to be checked through for health and safety purposes and bottled.

PROCESS



The farmers then take the cattle out for exercise which allows them to clean their stalls, however in the winter months they aren't able to take the cattle out and instead have to do the job whilst the cows are still in there with them.

They then check the cows to insure that they are in their best condition, before the cows are milked again at 4.00pm the pipes are once again cleaned, the process of the milk is then repeated and collected, the cows are feed and the day is done...finally!

The next day they deliver it to your door.



PROTECT YOUR FARMERS

In 1996 the retailers were making a margin of about 2.3p a litre, but today it stands at around 15p a litre, and has been as high as 20p a litre.

This margin the retailers are making is too high and they do not deserve it. The processor does all the work, pasteurisation, bottling and delivery to the supermarkets. All they do is put it on the shelves and collect the money.

Real milk is being sold at a loss

The amount the supermarkets pay to the farmers doesn't even cover production costs. 10p a litre is the minimum price farmers can live on, but from August 2012 this was reduced to 8p by

some supermarkets, such as **Morrisons, Lidl, Lidl and Aldi**. That's not to say the other supermarkets are any better as **Asda** last month had a promotion of 4 pints of milk for a pound.

The result of this is farmers are under more pressure to produce more milk to be able to **break-even**. This pressure means that farmers drop local breeds in favour of those that can maximise yield and increase their amount of cattle. They use more pesticides, hormones and antibiotics contributing to **CARBON EMISSIONS**.

There should be **no excuse** to greet consumer **PRESSURE**

FARMER'S OPINIONS

Milk is received as a cheap product and a loss leader and priced at such.



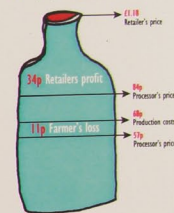
but the current trend of larger industrial farms is rapidly increasing.

Local milk may have a shorter **shelf life** and not open 24 hours but this shouldn't put people off. Usually we don't really keep milk for that long anyway and if you plan ahead you won't run out of milk if you get it delivered.

We live in such **busy lifestyles** these days that we forget what's on our doorstep, shouldn't we be paying a **FAIR PRICE** for something that is so essential. If we don't do something now this may push the price of milk up in the long-term.

Small independent retailers are hanging on until they retire and there will be no one to replace them or step in their shoes.

4 pints of semi-skimmed milk example price breakdown:



Not all the fault of the supermarkets. The dairy industry is not nearly so good as the likes of coca cola at marketing which is disappointing because milk is so much better for you than any of that man made stuff.

MILK




DEL

IVER



TO

YOUR



DOOR





FUTURE OF FARMING

The future of dairy farming is not looking so pleasant. With more and more far land being sold and deserted family heritages are being left in ruin, with a loss of rural livelihoods.

The reason for this is through supermarket prices and new technology. **Robotic labour** is ever on the increase making farmers out of jobs, as robots are able to do the work in less time and with less costs. Robots have been built to do all the things a farmer can do. The only thing

they need is one person to switch the machines on and make sure everything is running smoothly. It's like this in a lot of businesses now, as they can't match the output robots can make.

Without dairy farms the **British countryside** will be long forgotten, no longer full of roaming cows and beautiful

grassland. But a landscape **threatened** by bigger businesses.

Supermarkets are very competitive, looking for other ways to get there milk cheaper, as a *everyday*

essential, they have found that exporting milk overseas could be a solution to this as they have more cattle, but this will contribute to a increase in **GLOBAL WARMING**.

Wouldn't you rather know that your milk is from the UK, fresh rather than 1000 miles away.

Britain remains the **9th** largest milk producers in the world but if things keep carrying on as they have, this could change dramatically.

The way dairy farming is

going is not good for the environment with more **pesticides and antibiotics** being added to milk to make it last longer. With having your milk delivered locally this saves on **TRANSPORT EMISSIONS** as it's just one journey instead of several.

It's up to US to not let this happen. To support your local UK dairy farms.



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