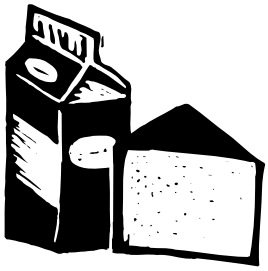
PRICE TAG/COST TAG

What costs aren't included in the price of your food?

Milk & Dairy



Price Tag

A gallon of 2% milk may cost anywhere from $1.99 to $6.99 or more; organic milk is at the high end of this range. The price of cheese ranges from $2.49 to $32 per pound. What are the hidden costs associated with these prices?

Cost Tag

Food Miles

Wisconsin is the top state for total cheese production[1] and is the second ranking state in total milk production and number of milk cows.[2] It is also a leader in the production of specialty cheese,[3] and Wisconsin processors make dairy products from organic and pasture-raised milk. But dairy products from other states may be sold in your area, so check the label. And milk protein concentrate (MPC), used in highly processed dairy products and energy bars, can come from as far away as New Zealand, India and Poland.[4] Learn more about specialty cheeses produced in Wisconsin at www.wisspecialcheese.org.

Genetic Diversity

The Holstein is the most common dairy breed, and intensive sire selection for high milk production has increased inbreeding.[5]

Social Costs

The number of dairy farms in Wisconsin declined from 30,156 in 1992 to 9,037 in 2017.[6, 7] However, dairy in Wisconsin has not experienced the level of consolidation and vertical integration present in the poultry and pork sectors, in part because of a long history of family-owned dairy farms and a robust system of farmer-owned cooperatives.[8] Managed grazing, in which cows are regularly moved to fresh pasture, is used on 23 percent of Wisconsin dairy farms[9] and it offers beginning dairy farmers a low-capital way to start a business.[10]

Environmental Impact

When manure is managed carefully on dairy farms, it helps keep nitrates, phosphorous, ammonia and pathogens out of our lakes, streams and possibly groundwater. Support dairy farms that practice sound manure and nutrient management.

The price you pay for your food may or may not include all of the costs associated with it, such as costs to the environment and to the health of those who produce and consume it. Learn all you can about the food you buy—your choices matter!

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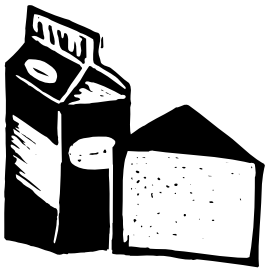

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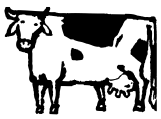

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Milk & Dairy Product Cost Tag References

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[2]USDA NASS. (2014). *Milk Cows and Production Final Estimates 2008-2012*, Statistical Bulletin Number 1036, p 7, 9. Washington, DC: USDA NASS. Retrieved Apr 9, 2019 (https://downloads.usda.library.cornell.edu/usda-esmis/files/cz30ps66x/hm50tw144/cn69m718j/milkcowest_Milk_Cows_and_Production_-_Final_Estimates__2008-12.pdf).

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[5]Notter, D.R. (1999). "The importance of genetic diversity in livestock populations of the future." *Journal of Animal Science* 77:61. Retrieved Nov 30, 2015 (http://www.ncbi.nlm.nih.gov/pubmed/10064028).

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[9]Foltz, J. and J. Taylor. (2006). *Grazing in the Dairy State*, p ii. Madison, WI: UW-Madison Center for Integrated Agricultural Systems. Retrieved Jan 4, 2011 (www.cias.wisc.edu/wp-content/uploads/2008/07/statusgrz.pdf).

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