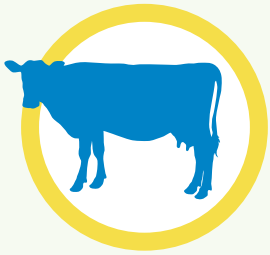




TRUSTED QUALITY: *Pure & Simple*

The Checks and Balances of High Quality Milk



Healthy cows give high quality milk
Canadian milk comes from healthy cows with healthy udders.



Milk is **always** fresh, picked up from the farm every second day.



Artificial **growth hormones** that stimulate milk production are **not allowed** in Canada.



No trace of antibiotics, pesticides or other foreign substances, including adulteration by water or antiseptics.

100%

100% of dairy farms are licensed by provincial authorities.

Farms are inspected every two years.



Milk from all Canadian farms is **inspected and sampled** before pick up at the farm. The milk truck drivers are **trained experts** in grading milk.



Farmers regularly review their **milk sample results**. This **regular feedback** allows them to not only monitor, but to make improvements.



Many farmers go **above & beyond** the set standard and get certificates of excellence in recognition.

Test Date	Fat	Protein	Lactose	Temperature	Bacteria (max = 122)	Somatic Cell Count (max = 400)	Report Date
01/04/2016	4	3.36	5.83	-0.527	12	120	02/04/2016
30/03/2016	3.7	3.41	5.83	-0.526	15	100	31/03/2016
28/03/2016	3.78	3.41	5.85	-0.525	55	130	29/03/2016

This chart is a sample of what the milk test results look like to the farmer.

