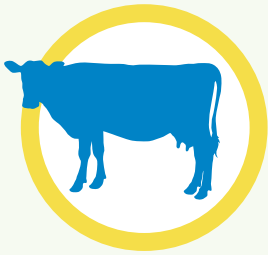




TRUSTED QUALITY: Pure & Simple

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	Freezing Point	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.