



## National Dairy Month Radio Copy

### **DAIRY PROTECTS THE PLANET**

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Ever wondered what life would be like without cheese on your pizza or ice cream for celebrations? We can't imagine it either! That's why dairy farmers are committed to sustainability.

Hi! I'm [name] a [title]. The dairy industry is working toward greenhouse gas neutrality by 2050. One way is by feeding cows byproducts like dried distiller's grain leftover from the ethanol industry, which would otherwise end up in landfills.

Curious to learn more? Visit [usdairy.com](http://usdairy.com) or talk to a farmer like me. Life without dairy isn't sustainable, so we're making dairy more sustainable!

### **DAIRY IS LOCAL**

Imagine this: fresh milk in your fridge about 48 hours after leaving the farm. Faster than your last Prime delivery!

Hi! I'm [name] a [title]. Many of the dairy products you enjoy –like milk, cheese and yogurt– come from local farms. In fact, 94% of U.S. dairy farms are family owned and operated. We support our local economy and are dedicated to sustainability because we live here!

So, when you pour your next glass, savor it, knowing you're supporting hardworking families and a sustainable environment.

### **HEALTHY COWS**

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Hi, I'm [name] a [title]. Did you know cows don't just munch on any old thing? They have their own nutritionists to ensure they get all the nutrients they need to stay healthy and nourished. Every bite is carefully planned, just like how we track our fitness and food to stay on top of our game.

Learn more at [usdairy.com](http://usdairy.com). Here's to top-notch care in every bite!



## **COW COMFORT**

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You know that feeling of an air-conditioned room after a scorcher of a day? That's pretty much the vibe for dairy cows too.

Hi, I'm [name] a [title]. This summer, enjoy an extra scoop of ice cream knowing cows stay cool and comfortable thanks to the latest tech in barns, including fans, sprinklers and unlimited access to water.

When it comes to dairy, the cows come first! Learn more at [usdairy.com](http://usdairy.com).

## **FUEL YOUR DAY**

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Looking for ways to keep your body energized, your brain sharp and your immune system strong this summer? Want it to be easy and something everyone in your family loves?

Hi, I'm [name] a [title] and have the answer, yogurt! Yes, yogurt is packed with protein and essential nutrients like iodine, vitamin B12, potassium and phosphorus – basically your ultimate health hack.

So this summer, keep it simple. Keep it dairy!

## **REFUEL AND REHYDRATE**

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How often do you give your body what it needs after going non-stop this summer?

Hi, I'm [name] a [title]. Did you know chocolate milk provides carbohydrates to refuel, high-quality protein to rebuild and repair muscle and fluid and electrolytes to help rehydrate and replace what is lost in sweat?

So take care of yourself and enjoy an ice cold glass of chocolate milk, nature's sport drink!

