THE MOOER REPORT®



Report on the Investigation to Preserve the Integrity and Reputation of Milk

VOL. I OF I

Special Counsel Bobby Mooer III

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I. · Foreword

In recent years, there has been a marked increase in the spread of misinformation on the internet, and unfortunately the subject of some of that misinformation has been dairy milk. For some reason, this wholesome product, which has been a staple of the American diet for generations, has been under attack. That it's unneeded, unnatural, and even that it's bad for you. This couldn't be further from the truth. Thousands of scientific studies have documented the benefits of drinking milk. Don't be misled by alarming headlines or passionate critics. The goal of this investigation has been to explore the full story about milk. Nutrition is a science, not a point of view. We have dug into what the experts are saying about milk – one of the most naturally nutrient-rich beverages you can find. Some are avoiding dairy milk or replacing it with an alternative. But it's tough to make up for the key nutrients that real milk provides – which is particularly troubling for kids, who will likely suffer the most. We invite you to join us in exploring the findings of this investigation.

II. <u>Investigation Findings</u>

a. Dairy Milk's Myriad Health Benefits

The benefits of a glass of milk make it a safe, wholesome and delicious source of essential nutrients. In fact, dairy milk is the top food source for three of the four nutrients many Americans, including children, lack in their diets — calcium, potassium and vitamin D.² Milk is also an excellent food source for vitamin A and vitamin B12. What's more, milk contains nutrients that help maintain health and wellbeing, including phosphorus, riboflavin, niacin, and protein.³ In this first section of the investigation's findings, we look into what these many key nutrients found in dairy milk do for us.

^{1 &}quot;Why real milk." (n.d). Retrieved from http://milktruth.com

² "9 Milk nutrition facts you need to knów". (n.d.). Retrieved from https://milklife.com/articles/nutrition/9-milk-nutrition-facts-you-need-know

³ "Pour More Milk". (n.d.). Retrieved from https://milklife.com/pour-more-milk

- i. Each of milk's nine essential nutrients play a role.⁴
- Calcium: Helps build and maintain strong bones and teeth
- Protein: Helps build and repair muscle tissue
- Vitamin D: Helps build and maintain strong bones and teeth
- Vitamin B3 (Niacin): Used in energy metabolism in the body
- Vitamin A: Helps keep skin and eyes healthy; helps promote growth
- Vitamin B5 (Pantothenic acid): Helps your body use carbohydrates, fats, and protein for fuel
- Vitamin B12 (Cobalamin): Helps normal blood functions; helps keep nervous system healthy
- Vitamin B2 (Riboflavin): Helps your body use carbohydrates, fats and protein for fuel
- Phosphorus: Helps build and maintain strong bones and teeth; supports tissue growth

Milk is an affordable, convenient and easily accessible source of these essential nutrients for all family members. In fact, there could be negative health implications from not getting enough of these important nutrients, especially for kids and young adults. Studies have shown that a dairy-free diet during these critical growing years could mean a child doesn't reach their full height potential, an increase in stress fractures during adolescence, and a greater chance of osteoporosis as an adult.⁵

⁴ "The importance of milk's 9 essential nutrients". (January 11, 2018). Retrieved from https://www.nationaldairycouncil.org/content/2018/the-importance-of-milks-9-essential-nutrients

⁵ "Pour More Milk". (n.d.). Retrieved from https://milklife.com/pour-more-milk

In other words, milk packs quite a punch when it comes to nutrition and according to the National Dairy Council, you don't have to drink a gallon to reap the benefits. In fact, the Council says that just three 8-ounce glasses of milk provide the same amount of vitamin D as 6 1/2 ounces of sardines (about 15), as much calcium as 17 cups of raw Kale, as much vitamin A as approximately 3 cups of sliced red peppers, as much phosphorus as approximately 3 cups of cooked red kidney beans, and as much protein as 4 large hardboiled eggs. Nothing against any of those other nutritious alternatives, but that's all in just three 8-ounce glasses of milk.⁶

ii. Contributes to bone strength⁷

The benefit of strong bones being attributed to milk is something that most adults have heard about since being kids. How is it that some are questioning this? The fact is, living without dairy milk as an adult could negatively impact your bone density. In a recent study published in the American Journal of Clinical Nutrition, healthy men and women given the amount of calcium found in four glasses of milk (1,200 mg) per day, reduced their risk of bone fractures by 72 percent. This is the amount of calcium recommended for adults over the age of 51, and what researchers found was that during the four-year period of the study, not a single adult receiving the additional calcium experienced a "potentially avoidable" fracture tied to everyday activities.

This doesn't mean you need to start drinking four glasses a day, but in order to sustain these benefits, researchers found that adults needed to maintain their calcium intakes, underscoring the need to adopt lifelong habits, like drinking real milk, to prevent bone loss. The Dietary Guidelines for Americans recommend three servings of dairy milk each day, providing 90 percent of the recommended daily value of calcium for most adults. Milk is also an excellent source of vitamin D, helping the body absorb that much needed calcium to help maintain strong

^{6 &}quot;Three servings of milk deliver a unique nutrient package". (September 21, 2018). Retrieved from:

https://www.nationaldairycouncil.org/content/2018/three- servings-of-milk-deliver-a-unique-nutrient-package

^{7 &}quot;Prevent a bone break, drink milk to boost calcium". (n.d.). Retrieved from https://milklife.com/articles/nutrition/prevent-bone-break-drink-milk-boost-calcium

bones and reduce the risk of osteoporosis.8

iii. Enhances children's growth and height

So now that we've established that a diet rich in bone-building nutrients, including calcium, is linked to maintaining strong bone health, the question is, does milk also impact height during those important formative years? Additional research suggests that it does.8 According to that study, regularly drinking milk during the growing years (all the way through late teens/early twenties) is associated with greater height, bone size and bone mineralization in the teen years. What's more, is that additional research has linked regularly skipping the consumption of milk to reduced height.⁹

iv. Reduces mortality risk.

An extensive body of research suggests several far-reaching health benefits of drinking dairy milk. According to the Prospective Urban Rural Epidemiology (PURE) study involving more than 136,000 adults ages 35 to 70 across five continents, higher consumption of dairy foods (more than two servings per day compared to 0.5 servings) was associated with reduced risk of mortality. This included all fat levels, meaning whole-fat dairy milk was just as impactful as low fat milk in reducing risk of total mortality, non-heart mortality, heart disease mortality, major heart disease and stroke. ¹⁰ In addition, according to another study, the intake of dairy products is also associated with a reduced risk of type 2 diabetes, and with lower blood pressure in adults. ¹¹ Ultimately, an important take away from this is that you should look to include dairy milk, within caloric and physical activity recommendations and regardless of fat level, as part of your healthy eating plan.

^{8 &}quot;Does milk make children grow?". (July, 2005). Retrieved from https://www.ncbi.nlm.nih.gov/pubmed/15981182

^{9 &}quot;Why milk serves up a great high-calcium food". (n.d.). Retrieved from https://milklife.com/articles/nutrition/foods-high-in-calcium-in-milk

^{10 &}quot;Is the tipping point for dairy foods of all fat levels and heart benefits here?". (September 18, 2018). Retrieved from https://www.nationaldairycouncil.org/content/2018/is-the-tipping-point-for-dairy-foods-and-heart-benefits-here

^{11 &}quot;Dairy nutrients and health benefits". (June 26, 2015). Retrieved from https://www.choosemyplate.gov/dairy-nutrients-health

b. <u>Debunking the Myths About Milk</u>

i. Plant-based alternatives

Although increasingly, dairy milk and plant-based alternatives sit side-by-side in the dairy case, there's just no substitute for real milk. It's naturally nutrient-rich like no other beverage. What is recommended is to do some investigation and check the ingredient labels. As one of the original farm-to-table foods, real milk is wholesome, remarkably simple and minimally processed beverage containing three ingredients: milk, vitamin A and vitamin D, so you always know what you get when you pour a glass. Some plant-based alternative options have more than 10 ingredients, including added salt and sugar, stabilizers and emulsifiers like locust bean gum, sunflower lecithin and gellan gum. ¹²

Plant-based alternative producers, like almond milk and rice milk, use different methods to fortify their products to add more nutritional value, and there is no federal standard for these products on which nutrients they add or how much. All dairy milk provides the same nine essential nutrients, including high-quality protein, so unlike other plant-based alternatives you always know what you'll get when you grab a glass of dairy milk.

In addition, real dairy milk is a natural source of protein, which is easily digested and absorbed. And this dairy milk typically delivers a higher quality of protein than some plant-based alternatives. For example, almond, cashew, coconut and rice beverages offer little or no protein per 8-ounce serving (0-1 grams), while dairy milk provides 8 grams of protein for the same serving size. ^{13,14}

^{12 &}quot;Dairy milk vs. almond milk and milk alternatives". (n.d.). Retrieved from https://milklife.com/articles/nutrition/dairy-milk-vs-almond-milk-and-milk- alternatives

^{13 &}quot;Ask Dr. Dairy: What's the difference between cow's milk and plant-based alternatives?". (January 15, 2018). Retrieved from https://www.nationaldairycouncil.org/content/2018/whats-the-difference-between-cows-milk-and-plant-based-alternatives

^{14 &}quot;What's in your glass? Infographic". (March 17, 2015). Retrieved from https://www.nationaldairycouncil.org/content/2015/whats-in-your-glass-infographic?ref=www.nationaldairycouncil.org

ii. Weight¹⁵

Research indicates that milk is not linked to weight gain when consumed within calorie limits. In fact, as part of a higher protein eating pattern, dairy foods (including milk) can help with your weight management goals, especially when consumed within a calorie restricted diet paired with physical activity.

As we discussed in the previous section, milk contains high-quality protein. Research shows that eating a higher-protein diet can help you manage your weight and feel full. In addition, a higher-protein eating pattern can help maintain lean body mass while you're losing weight and may help people maintain a healthy weight. A diet higher in protein along with resistance exercise can optimize your body's ability to build muscle from carbohydrates or fat. Researchers continue to study the complex effect of protein on satiety, food consumption and body weight, and dietary intervention studies have demonstrated that higher-protein diets, including dairy milk, can indeed help enhance satiety, reduce hunger, and fit into a weight loss plan.

iii. Mucus production or asthma¹⁶

Studies on the topic of mucus formation from dairy milk have failed to demonstrate any effect of milk on mucus production. Many people confuse the temporary, slight thickening of saliva after drinking milk with mucus. There is no scientific research showing that milk produces mucus in the airways or the throat. Also, milk will not worsen cold or asthma symptoms. In fact, although many people reduce milk intake when they have a cold, one clinical trial showed milk and dairy food intake was not associated with an increase in upper or lower respiratory tract symptoms of congestion. Studies have found milk intake was not associated with increased nasal

^{15 &}quot;Ask Dr. Dairy: Can dairy foods help manage weight?". (March 13, 2018). Retrieved from https://www.nationaldairycouncil.org/content/2018/can-dairy- foods-help-you-manage-your-weight

^{16 &}quot;Myth Buster: Milk consumption does not lead to mucus production or asthma". (n.d.). Retrieved from: https://www.healthyeating.org/Milk-Dairy/Milk-Myth-Busters/Article-Viewer/Article/29/Milk-Myth-Drinking-Milk-Causes-Mucus

secretions, coughing, nose symptoms or congestion.

In summary, while some doctors say that milk thickens saliva, which may coat the throat and give the perception of more mucus, it does not cause the body to produce more mucus or phlegm. In fact, milk may actually contribute to speeding up recovery, as drinking lots of fluids when you have a cold is important. Furthermore, frozen dairy foods and fruit smoothies may soothe a sore throat and provide important calories and nutrients when you are not eating as much.

iv. Kidney stones ¹⁷

Contrary to what some believe, milk consumption does not lead to the development of kidney stones and in fact some research suggests that drinking milk is associated with lower rates of stone formation. Research done at Washington State University showed that people could replace apple juice with milk without increasing their risk of stone formation.

In a separate four-year study in men aged 40 to 75, it was found that those who consumed a calcium-rich diet (1,326 mg calcium/day) had a 34 percent lower risk of kidney stones than men who consumed only 516 mg calcium per day. And similarly, a separate study in women found that those who consumed three or more servings of dairy per day had a lower risk of kidney stone formation over an 8-year period.

One important note is that while calcium from dairy milk does not increase kidney stone risk, calcium from supplements has been associated with higher risk of stone formation. In a study of vitamin D and calcium supplementation on bone fractures in postmenopausal women, those in the supplemented group were found to have higher incidence of kidney stones. Thus, it

^{17 &}quot;Myth Buster: Drinking milk does not cause kidney stones, and may in fact protect against them". (n.d.) Retrieved from https://www.healthyeating.org/Milk-Dairy/Milk-Myth-Busters/Article-Viewer/Article/30/Milk-Myth-Drinking-Milk-Causes-Kidney-Stones

may be best to get your calcium from food sources, and once again, dairy milk is a great source of calcium that is easy for your body to absorb.

v Antibiotics 18

To be clear, there are very strict FDA and state regulations governing the use of all FDA-approved medications used to treat dairy cows on the farm that require dairy food companies to test milk for commonly-used antibiotics. This oversight is real and is designed to protect public health and ensure consumers are getting safe and wholesome dairy products.

Dairy farmers go to great lengths to ensure purity and protect the integrity of their products. While it is true that dairy cows may sometimes be required to receive veterinary care, and that care could include antibiotics for veterinary-approved reasons, in such instances, those cows are isolated from the rest of the herd and their milk is never used in any consumer products. Farmers work closely with veterinarians on procedures to maintain herd health and minimize the need for animal medications and follow strict animal care practices on the farm to ensure the safety of their milk.

Every tanker of milk, whether from a conventional or an organic farm, is tested for antibiotics. The whole load is discarded if it tests positive for antibiotics and the farmer is financially responsible for the full tanker. State regulators apply additional penalties, such as a fine and/or revoking the farmer's license to sell milk if additional tests are positive.

You can trust that the milk you purchase from your local supermarket is safe, wholesome and contains a valuable package of nutrients.

^{18 &}quot;Myth Buster: Any milk – conventional, organic or rBST-free – that tests positive for antibiotics cannot be sold to the public". (n.d.) Retrieved from https://www.healthyeating.org/Milk-Dairy/Milk-Busters/Article-Viewer/Article/32/Milk-Myth-Milk-Contains-High-Levels-of-Antibiotics

vi. Acne ¹⁹

Over 50 million American have struggled with acne, according to the American Academy of Dermatology. While milk has been suggested as one of the diet components that may be linked to acne, there is a lack of evidence to show a cause-and-effect link between dairy milk consumption and acne. In fact, components of milk protein have been shown to significantly decrease inflammatory acne lesion counts and acne grade. Studies have also concluded that a low-glycemic-focused diet can help battle acne. And, milk products can be a healthy part of a low-glycemic diet.

vii. Safety

Little handling is done to milk from the farm to your refrigerator. One of the few steps before it reaches your table is pasteurization, a simple heat- treating process that ensures the milk you buy is safe to drink. Pasteurization does not reduce or alter the nutrients in milk. Many people don't realize that from the farm to the dairy plant to the grocery store, milk is one of safest foods you can buy. Milk is a choice you can feel good about serving to your family. Whether you choose regular or organic milk, you can feel good about consuming all varieties of milk as part of a healthy, balanced diet.²⁰

Moreover, cows help us by being natural recyclers. As Dr. Miller puts it, "Dairy cows have a unique, four-chambered stomach that allows them to eat parts of plants and foods that people can't eat, such as almond hulls, wheat straw, etc. They are then able to unlock nutrition from these lower protein, plant-based foods people can't (or won't) eat and turn them into nutrient-rich milk with high-quality protein that can help nourish people." It's a simple way to

^{19 &}quot;Is there a link between acne and milk products? Summary of evidence". (n.d.). Retrieved from https://www.dairynutrition.ca/scientific-evidence/roles-on-certain-health-conditions/is-there-a-link-betweenacne-and-milk-products-summary-of-evidence

²0 "Debunking the myths about milk". (n.d.) Retrieved from http://milktruth.com/milk-facts/is-milk-good-or-bad-for-you/

^{21 &}quot;Do dairy cows eat food people could eat?" (n.d.) Retrieved from https://dairygood.org/content/2015/do-dairy-cows-eat-food-people-could-eat

turn things that we can't eat into a nutritious food that we can!²¹

Experts agree that milk plays an important role in a healthy diet – in the overall context of the total diet, nutrients and calories. Again, Dietary Guidelines recommend most Americans get three servings of low fat or fat free milk and milk products every day as part of a healthy eating plan.²²

viii. Lactose intolerance ²³

People are often quick to exclude milk from their diet when they begin to have indigestion or other physical issues. Dairy can be a convenient target for such problems, and some people will have this issue, but oftentimes there may be other factors at play. If you suspect you or a family member may have lactose intolerance, first speak with your doctor. If it is revealed that you or a family member are indeed lactose intolerant, it does not mean that you can never have dairy again. There are also lactose-free milk products, which are a great option because they still contain all of the essential nutrients found in regular dairy milk.

Again, it is advisable to start with consulting with your doctor rather than self-diagnosing yourself or a family member as lactose intolerant. Dairy-free diets are generally not advisable due to the host of nutrients that are difficult to replace, which is of particular concern for children.

ix. Sugar ²⁴

No sugar is added to regular white milk, regardless of fat content. The creamy, delicious taste of milk comes from simple ingredients: just milk and vitamin A and vitamin D. The

²² "Debunking the myths about milk". (n.d.) Retrieved from http://milktruth.com/milk-facts/is-milk-good-or-bad-for-you/

^{21 &}quot;Do dairy cows eat food people could eat?" (n.d.) Retrieved from https://dairygood.org/content/2015/do-dairy-cows-eat-food-people-could-eat

^{23 &}quot;Myth Buster: Most people with lactose intolerance can enjoy milk and dairy foods". (n.d.) Retrieved from https://www.healthyeating.org/Milk-Dairy/Milk-Myth-Busters/Article-Viewer/Article/36/Milk-Myth-People-With-Lactose-Intolerance Need-to-Avoid-all-Milk-and-Dairy-Foods

^{24 &}quot;Is there sugar in milk?". (n.d.) Retrieved from https://milklife.com/articles/nutrition/is-there-sugar-in-milk

approximately 12 grams of natural sugar (lactose) in an 8-ounce serving comes from naturally occurring lactose, and it is part of a nutrient-dense beverage that delivers a nutritional punch.

You'll also find naturally occurring sugars in 100% juice beverages. However, those sugar levels tend to be quite a bit higher than the sugar content in milk, and the juices have fewer nutrients than dairy milk. An 8-ounce glass of 100% apple juice, for example, can have more than 20 grams of sugar compared to about 12 in the same size glass of milk, and the juice has no naturally occurring nutrients. Milk delivers nine essential nutrients, including 8 grams of high-quality protein in each 8-ounce glass.

Plant-based alternatives may be flavored or sweetened and contain added sugar, which is not the case with real milk. It's always a good idea to read the ingredient list and check for what has been added; you may find "sugar" or similar listings of cane sugar or cane juice, which are other names for added sugars.

Our investigation concludes that the naturally occurring sugars in milk are not bad for you. It's part of a well-balanced diet for you and your kids. It is one of a host of foods and beverages with naturally occurring sugars that also have vitamins, minerals and protein that's essential to help your kids grow healthy and strong.

x. Greenhouse gas emissions ²⁵

Much fanfare has been made of dairy agriculture's impact on the environment. However, if you look more closely, the truth is far more interesting than the rhetoric. Animal agriculture in the U.S. only makes up three and nine tenths (3.9%) of all U.S. greenhouse gas emissions.

Moreover, total agriculture contributions to U.S. greenhouse gasses - including fruit, veggies and animals - is just nine percent (9%), as compared to transportation (29%) and electricity (28%).

^{25 &}quot;Sources of greenhouse gas emissions". (n.d.) Retrieved from https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions#agriculture

III. Conclusion

The findings in this report are the result of extensive research and have been clearly documented and sourced throughout. The evidence assembled supports that dairy milk is a healthy and nutrient-dense beverage. While it is inevitable that misinformation will continue to circulate on the internet and via social media, our goal is for people to feel empowered to question and to seek the truth. Even regarding something as simple, and wholesome as milk. This important investigation makes it clear that dairy milk is a delicious, nutritious, and natural way to provide your family with the vitamins and nutrients a healthy body needs.

Got milk?

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