

# DAIRY MATTERS! DRINK WHOLE MILK AGAIN

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April 29, 2018

To: Board of Directors, PA Milk Marketing Board, c/o deberly@pa.gov

Regarding: Actions that can be taken by the board without statutory changes to the Milk Marketing Law I submit the following for consideration,

Sincerely, Melissa Bravo, M.S. Agronomy, B.S. Animal Science, CCA, <http://agricultureadvocate.org/>  
Candidate, PA 68<sup>th</sup> District House of Representative Vacancy - Platform Dairy Crisis

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**Preamble:** The Pennsylvania Milk Marketing Board (PMMB) was established to create stability in the marketing of milk and to give dairy farmers in Pennsylvania a fair and equal opportunity to market their milk. I would ask the board to give due consideration to the following facts and my query.

- Do you acknowledge raw milk is the fluid that a PA farmer takes from a cow's lacteal secretions\*?
- Do you acknowledge raw milk is composed of four major components: water, fat, protein and lactose; and contains minor components such as minerals, enzymes, vitamins and dissolved gases\*?  
<https://dairyextension.foodscience.cornell.edu/sites/dairyextension.foodscience.cornell.edu/files/shared/Composition%20of%20Milk.pdf>
- Do you acknowledge that by definition 'whole milk' contains all of the components of raw milk\*?
- Do you acknowledge that pasteurization is the process of heating 'whole milk' or 'raw milk' to 141 degrees F for 30 minutes; or 161 degrees F for 15 seconds; or 191 degrees F for 1 second; or 204 degrees F for half a second; or 212 degrees F for one tenth of a second\*?
- Do you acknowledge that ultra-pasteurization is the process of heating 'whole milk' or 'raw milk' to 280 degrees F for at least 2 seconds\*? \*Data Source: Cornell Legal Institute: 21 CFR 133.3 - Definitions.
- Do you acknowledge that there are at least 1.6 million children enrolled in PA K-12 schools? Data Source: Pennsylvania Department of Education, Division of Data Quality
- Do you acknowledge that there are no more than 7,000 producing dairies left in Pennsylvania?

If you answered yes to all of the above questions, then I respectfully submit that Pennsylvania farmers have the legal right to expect the PAMMB market their 'whole pasteurized or ultra-pasteurized milk' in 8 ounce containers to school districts where they pay school taxes, regardless of any federal program that pertains to dairy products. I would further submit each Pennsylvania dairy farm has the right to pay to have their personal logo added to the 8 ounce servings to market their product.

Given that position, and in light of this dairy crisis **where every dollar returned** to the PA farmer **every month** helps avoid bankruptcy, does the PA Milk Market Board have the authority to pitch a Dairy Matters! Drink Whole Milk Again marketing campaign to PA school district boards for the 2018-2019 school year with the understanding in that signed contract that **all of the estimated \$1.6 million dollars net return per day per child** from competitively priced (compare to \$2.00 for an 8 ounce of same caloric content energy drink) sale of 'whole milk' will be divided equally among the 7,000 Pennsylvania dairy producers that remain in PA?