

MILK'S JOURNEY

From farm to fridge to protecting our planet

RECYCLE!



PAPER

Step 7

When your milk carton is empty, rinse, flatten and place it in the paper recycling bin.

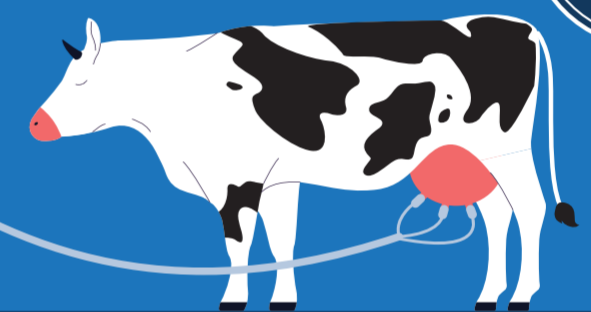
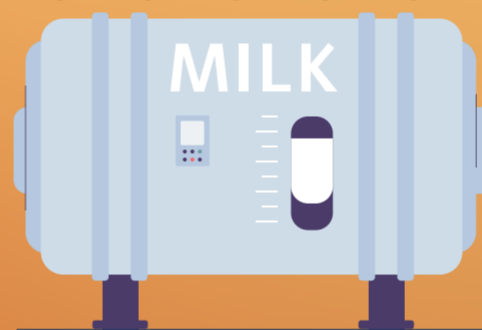
GRAZING ON THE FARM



Step 1

Healthy cows munch on green grass.

MILKING THE COWS



Step 2

The cows are milked, and this fresh milk is collected.

ENJOY!



Step 6

Have milk, maas or yoghurt every day. They are full of body-building protein and calcium which makes your bones strong.

TRANSPORT TO THE FACTORY

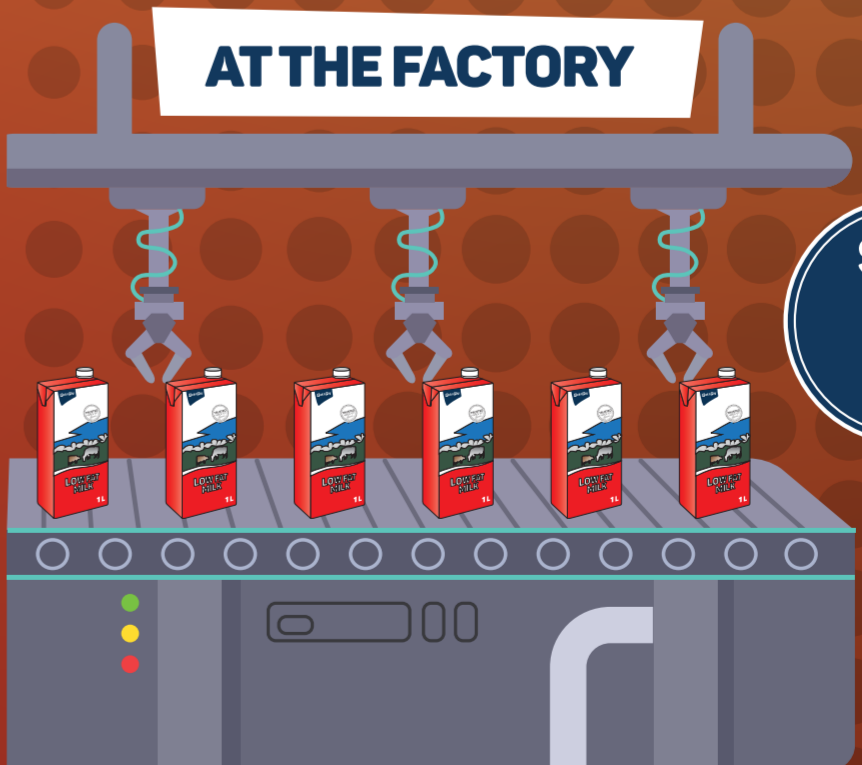


Step 3

Milk travels to the factory in a special truck that keeps it cold.

AT THE FACTORY

UHT (Ultra-High Temperature) milk lasts longer because it is heated to kill germs, while fresh milk needs to be kept cold and used quickly.



Step 4

Milk is pasteurised to make it safe, then packed into Tetra Pak cartons to stay fresh.

DELIVERY TO SHOPS



Step 5

Milk cartons are delivered to shops for you to buy.