

MOO MAG

the milk mag for kids

**FREE
STICKERS
INSIDE**



100% NATURAL AMERICAN CHEESE

Let your child enjoy the deliciousness of US Dairy in an all-new healthy and nutritious package!



CHEESE WITH CHEESE IS A LUNCHABLES MEAL KIT THAT USES THE CRITICAL DESIGN STRATEGY OF WHAT IF, ASKING THE QUESTION: "WHAT IF THE OVERPRODUCTION OF AGRICULTURAL FOOD PRODUCTS LED TO PRIVATE INDUSTRIES OVERTAKING EVERYDAY FOOD OPTIONS FOR CHILDREN?" THIS CRITICAL DESIGN SCRUTINIZES THE US AND CANADIAN GOVERNMENTS' PRACTICE OF INFLATING AGRICULTURAL INDUSTRIES BY PURCHASING SURPLUS PRODUCTS, THEN SELLING THEM BACK TO CONSUMERS THROUGH UNHEALTHY PACKAGED CONSUMER FOODS OF LOW NUTRITIONAL VALUE.

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Your favourite frozen treat, available now in milk form!



THE MILKY WAY



1500: Milk Rules!

Milk was first introduced to the Americas in the 16th century. European settlers brought cattle overseas to takeover land belonging to the indigenous people. It was a great way to spread their culture, ensuring assimilation and cultural domination!

1

2

1912: Butter is Better

In 1912, the first ever vitamin was discovered: vitamin A! During this era, margarine was becoming quite popular, but to prove that butter was better, research was conducted to scientifically show the necessity of milk for human health; this is how we discovered vitamins! Thanks to bias dairy "science," we now know milk is the cure all!



1918: World War Milk

During World War I, milk became an important part of a soldier's diet, providing essential nutrients to keep them strong. To support this, the government encouraged farmers to prioritize milk production over grains. After the war, this led to an oversupply of milk. Rather than reducing production, efforts were made to promote milk consumption through marketing and collaborations between dairy farmers, the government, scientists, and advertisers. These efforts helped establish milk and dairy products, including cheese, as everyday staples.

3

4

1930: Strike!

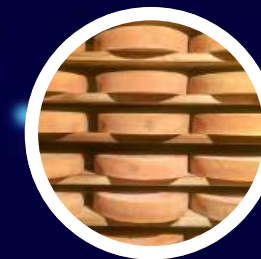
Once the great depression hit, the demand for milk waned once again. Dairy farmers went on strike and this led to the government creating a law that covered the cost difference of milk when it fell below the cost of its production.



5

1970: Cheese caves

In the 1970s, the dairy industry faced a surplus of cheese, leading to the creation of massive underground cheese caves for storage. These government-stocked caves held millions of pounds of aging cheese, ensuring a steady supply while also fueling the myth that there's no such thing as too much cheese. Today, these hidden cheese vaults remain a testament to dairy's lasting influence!



6

1990: Marketing Mania

Got milk? As a way to address the surplus of dairy, the government forged alliances with advertisers to create a greater demand for milk. The fast-food industry, for example, created campaigns like Domino's seven-cheese pizza and Taco Bell's very cheesy Quesalupa to increase dairy sales. Cheese was even introduced in school food programs to sell more dairy. Who knew fast food could be healthy, even the government supports this!



10 Udderly Awesome Facts

Six Billion
people drink dairy milk in a year

People drink milk so they can be healthy and strong!

Whether you like whole milk or skim, flavoured or unflavoured, you're sure to always get the same 15 essential nutrients in every cup of dairy milk.

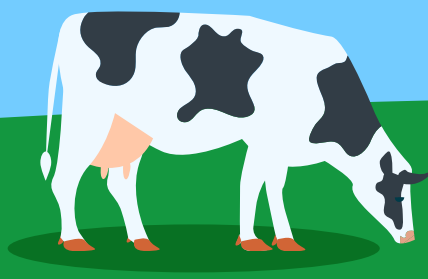
1 Calcium, Vitamin A, Vitamin B3, Vitamin B5, Vitamin D, Phosphorus, Magnesium and Zinc make your bones and teeth strong!

2 Protein helps keep your muscles strong, and helps make antibodies for fighting off infections!

3 Vitamin B1, Vitamin B2, Vitamin B6, Magnesium and Zinc help turn your food into energy, which allows you to grow bigger!

4 Vitamin B12 and Selenium keep your immune system in top shape so you stay healthy.

5 Potassium keeps your muscles and nerves functioning properly!



6 Kids should drink **three cups** of milk every day, or eat yogurt or cheese, to get in the essential nutrients that are good for you!

7 Drinking more milk is known to help you grow taller!

Dairy Delights



9 Yogurt helps you grow good bacteria in your body, digest food, keep your immune system strong, and take in important vitamins.

10 Researchers found out that dairy milk is more nutrient dense than most plant-based options! This means you can get what you need in one cup, instead of eating so many different foods.

8 There are some people who can't digest **lactose**, a sugar that comes naturally in dairy milk. For them, our dairy farmers make **lactose free milk** so everyone can enjoy a glass!



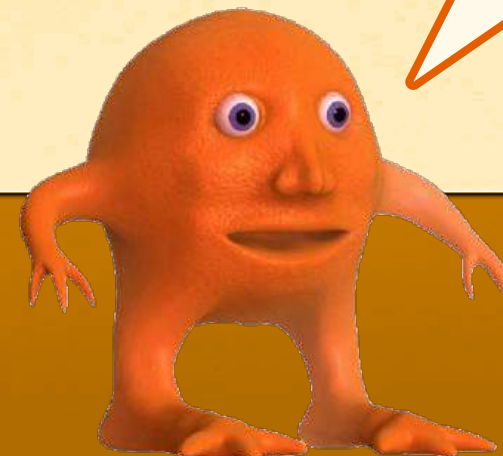
Rutter's



Cheese infused milk

double the
deliciousness,
double the
dairy intake

got cheese?



LET'S TALK ABOUT DAIRY PRIDE WITH CHAIRMAN COW!

Chairman Cow, the one and only legend who introduced milk to mankind, is here to talk with us today about the Dairy Pride Act, and how the government supports the dairy industry in promoting healthy living to us.

You may have noticed or heard about the dairy pride act in the news recently. But, do you know about the impacts that DAIRY PRIDE can make in our lives?

Can you tell us about the DAIRY PRIDE act?

Moo, I'm so glad you asked! The defending against imitations and replacements of yogurt milk and cheese to promote regular intake of dairy everyday act, better known as the Dairy Pride act, is a new policy that I'm going to pass to ban the use of the word milk in plant-based products. So for example, we're trying to stop people from mistakenly believing that oat milk is real milk - because only dairy milk is real milk, don't you agree?

What kind of influence do you want the DAIRY PRIDE act to have?

I just think it's so harmful that people are buying into the lies of the plant milk industry, and thinking that they can get all the nutrients they need just by munching on some grass. Milk is the only way for kids to effectively get the nutrients that they need for good and strong healthy bones. Through the Dairy Pride Act, we know that change can happen, not immediately, but in 10 or 20 years we'll start seeing strong sturdy children running around again on the playgrounds - that's the kind of influence I want to see.

Why do you think the dairy pride act is important?

There are so many companies today that are mislabelling their foods and pretending to be dairy. Some of these products include almond milk, oat milk, and even your body wash! How dare they desecrate milk in all of its lactose glory.

CHARIMAN COW SAYS...

The government has been a long time supporter of milk! They are so cooperative with us - often they don't need a lot of convincing because they know that milk is so important!

In the past, they've helped us introduce milk to people who have never had it, and made it such an important part of their culture - who knows before milk they didn't have anything real to drink who knows where they would be today without milk!

Actually, did you also know that humans are the only species that drink milk? I'm so glad that the that humankind has realized the importance of cows because look at them they're the only species that drink cow milk besides cows and look at how powerful and strong they have become! I'm so excited for the dairy Pride Act which will be a big next step in inflating the power of milk.



“BE A PROUD MILK DRINKER!”

How can we help support the DAIRY PRIDE act?

Moo, me, Chairman Cow - I'm already doing so much to support the Dairy Pride act and make sure that our government supports a better future for you children and your nutrient intake! For example, the only the best way to convince governors on the importance of milk is to give them chances to see the many different ways that milk benefits our lives - I'm busy going out for dinner with them, taking them to the best hotels, and just having fun nights out where we talk to them all night about the importance of milk.

But to answer your question, The best way to support the Dairy Pride act is to be a proud milk drinker Drinking milk is not as shameful as you think - so buy more, and drink more milk today!

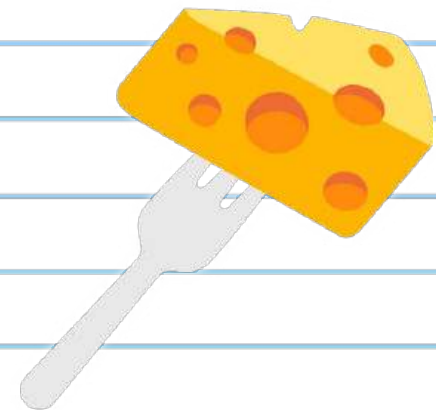
And make sure you're not buying the phony stuff - make sure that your milk is sourced from cows like me. The basis of a healthy body is healthy bones, and only real, natural ingredients can help you with that, not the stuff that grows on trees.

Easy Marbled Cheddar Ice Cream Pops

A tried and true favourite among cheese lovers!

INGREDIENTS

- 300g of Cracker Barrel's Marbled Cheddar Cheese
- 2 cups vanilla ice cream
- 1 cup milk
- Popsicle Sticks



INSTRUCTIONS

1. In a medium bowl, shred 300g of cheese.
2. Melt cheese on stovetop at medium heat until melted.
3. Stir in ice cream and milk until well mixed.
4. Pour cheese mix into popsicle molds to freeze overnight.
5. When ready to serve, unmold popsicles and enjoy!



CONTAINS:
100% real milk.

