

GREAT MOMENTS IN DAIRY



4000 B.C.
First milking cattle in Britain



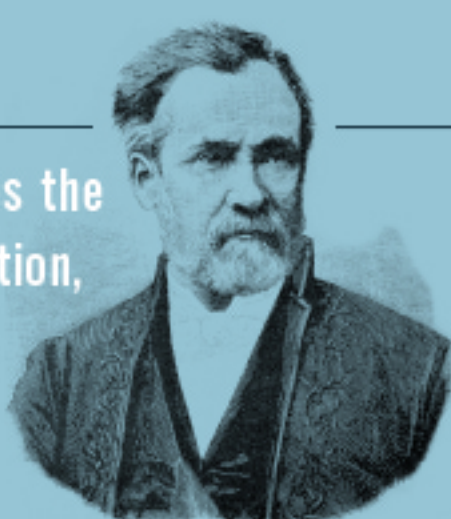
3100 B.C.
Domesticated cow appears in ancient Egyptian civilization



1624
Dairy cows reach Plymouth Colony

1864

Louis Pasteur develops the process of pasteurization, whereby liquids are rapidly heated and cooled to kill germs known to cause foodborne illnesses



Raw milk

Heating Section

Cooling Section

Pasteurized milk

1841



1889

Dr. Henry Thatcher patents one of the first glass milk bottles, "Thatcher's Common Sense Milk Jar"



The Common-Sense MILK BOTTLE
Has established itself as the most perfect MILK DELIVERY PACKAGE on the market.
BOTTLES manufactured without our TRADE MARK are base imitations. All CAPS and BOTTLES are marked legibly.
Patented Sept. 17, 1889.
Send for Price-List and Samples to THE THATCHER MANUFACTURING CO., Potsdam, N. Y.



1932

Began bringing Nutrition Education to classrooms

1946

National School Lunch Act, designed to provide nutritious lunches (including milk) to schoolchildren, signed into law by Harry Truman

Harry Truman

1950s - 60s

Square milk carton introduced, allowing more milk to be carried and displayed at a lower price to shoppers than glass bottles



1980

Real Seal® introduced by the American Dairy Association



FOOD PYRAMID EST. 1992



1993

got milk?

"Got Milk?" advertising campaign launched to promote awareness of milk as part of a healthy diet

2010

USDA releases the 7th edition of the Dietary Guidelines for Americans, which recommends "3 cups per day of fat-free or low-fat milk or equivalent milk products"

