



01 June

# World Milk Day

## Milk is a global food!



World Milk Day was established by the Food and Agriculture Organisation of the United Nations to recognise the importance of milk as a global food.

Raw milk is milk that has not been pasteurised to kill harmful bacteria.

Raw milk can carry dangerous germs, such as Brucella, Cryptosporidium, E. coli, Listeria, and even Salmonella, all of which can pose serious health risks to the consumer, i.e. you and your family.



Milk, irrespective of its source, needs to be collected cleanly, processed & transported safely,

and stored at correct temperatures before reaching the consumer –

# YOU!

- ✓ Please verify pasteurisation status, when consuming milk or milk products.
- ✓ Pasteurisation is the process of heating milk to a high enough temperature, long enough time to kill illness-causing germs.
- ✓ Even if milk is pasteurised, it is preferable to boil milk at home prior to consumption.
- ✓ Store boiled milk in the refrigerator ideally at < 4°C, and consume ideally within 24 hours.
- ✓ Discard milk that has curdled.
- ✓ UHT Milk bought in tetra packs doesn't need refrigeration till the pack is opened after which it needs to be consumed ideally within 24 to 48 hours while being stored at < 4°C.



*Our milk comes directly from the dairy to your door!*

Please boil such milk thoroughly before consumption! Only then are you certain that it is safe for your health.



*Raw milk is better for my health than pasteurised milk.*

Most of the nutritional benefits of drinking raw milk are available from pasteurised milk without the risk of disease that comes with drinking raw milk.



*Milk is safe as long as it is labeled "organic".*

Only organic milk that has been pasteurised is safe to drink.