

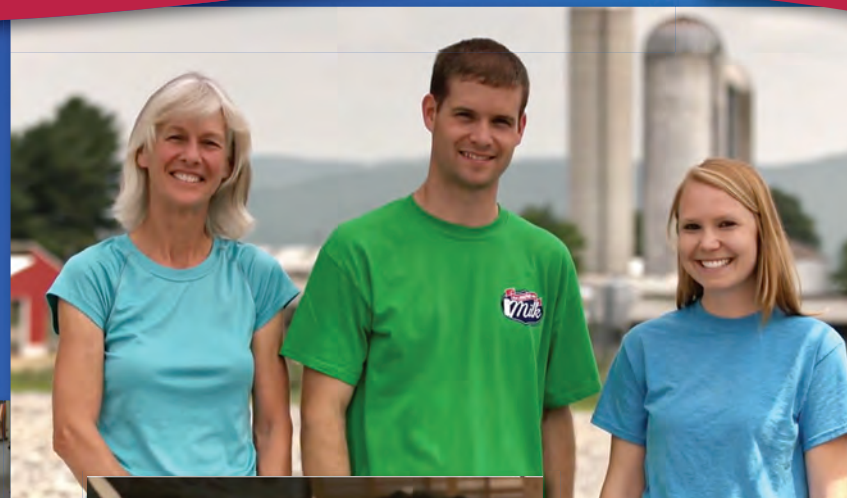


# On the MOO-ve!

Meet some family farmers dedicated to dairy who use the latest technologies to keep their farms on the moo-ve!

## Hillside Dairy Farm, Dublin, VA

Established in 1795, this 200-cow dairy farm is managed by the seventh generation of the Flory family. Hillside grows all its own feed and uses the latest technology to keep its cows comfortable and productive.



### Today's Technology

The ID transponder collars used at Hillside Farm allow cows to set their own milking schedules and enable the Florys to monitor their status digitally.

Dairy farming has been on the moo-ve since the first cows arrived with the early colonists at Jamestown. Check out this timeline to learn more about the growth and advances in dairy farming in America!

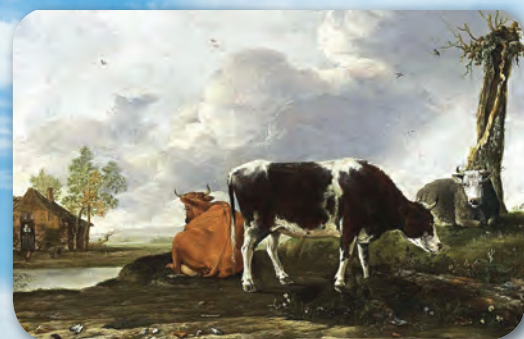
1600

1611

Cows come to America with the Jamestown colonists.



1700



1776

As the United States declares its independence, cows graze on the small family farms that dot the countryside.

1800

1856

Louis Pasteur begins scientific experiments leading to the pasteurization process.



1850

Almost every American household has its own cow to supply the family with milk.

1862

President Abraham Lincoln establishes the U.S. Department of Agriculture.



1884

First glass milk bottles used.

1878

First automatic milking machine invented.



1914

First milk tanker trucks used to transport milk.



1890s

Milk homogenizer invented.



Late 1800s

Farmers begin breeding cows specifically for milk production.

1945

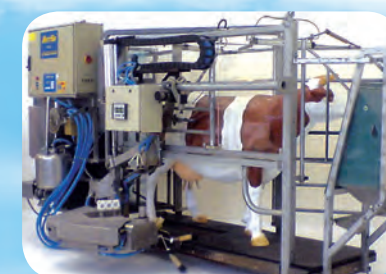
The first year that the use of tractors exceeds the use of horses on farms.

1972

First successful use of a methane digester in American farming, on a hog farm in Iowa.

1997

Robotic milking machines invented.



2000



1994

Farmers begin using satellite technology to track and plan farming practices.

1946

National School Lunch Act signed, designating milk as part of the school lunch menu.



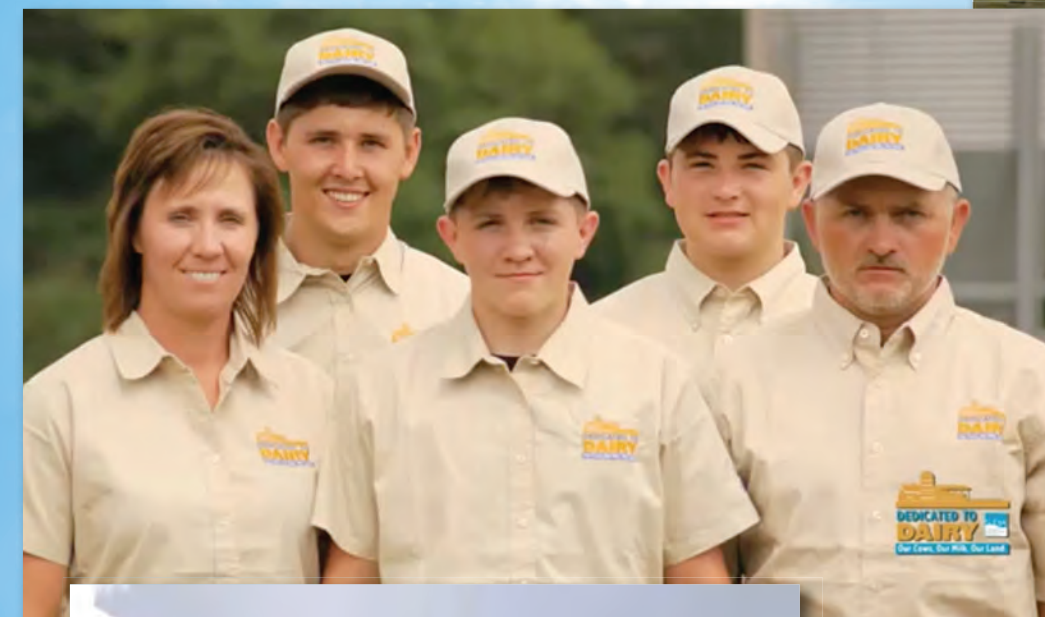
2014

Of the more than 51,000 working dairy farms in the U.S., 97% are family-owned, and all help provide you with fresh, wholesome dairy products all year long!



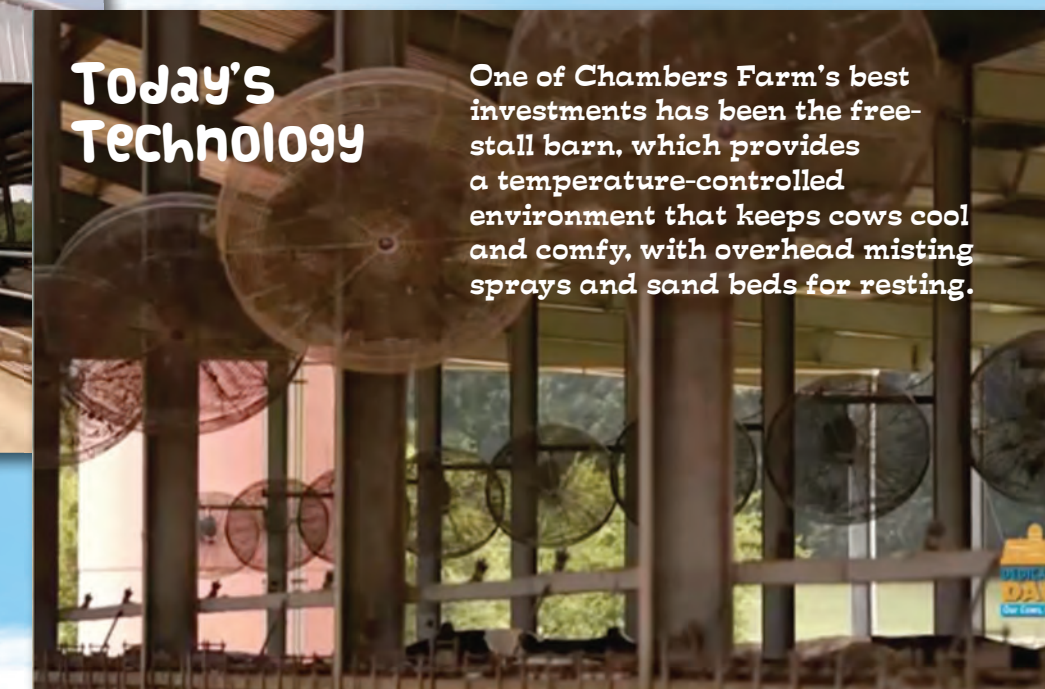
## Chambers Dairy Farm, Macon, GA

Judd Chambers, a fifth-generation dairy farmer, maintains a 400-cow herd on 600 acres where the Chambers family also grows most of their own forage.



### Today's Technology

One of Chambers Farm's best investments has been the free-stall barn, which provides a temperature-controlled environment that keeps cows cool and comfy, with overhead misting sprays and sand beds for resting.



Dairy farmers produce milk 365 days a year.

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