



On the MOO-ve!

Meet some real Michigan family farmers who keep dairy farming on the moo-ve with new technologies!

SwissLane Dairy Farms



The Oesch family has been committed to caring for their cows, community, and environment for over 100 years. On their modern Michigan dairy farm, several generations work together to care for their 2,000 milking cows.



The commitment to producing quality milk is the same today as when the farm started, but the farm has grown to welcome home additional family members and to embrace technology. Technology like neck transponders collect information about each cow, including how many steps she takes and how much she eats.



For more than a century, the Weiss family has cared for their land and animals. Today, two generations of the Weiss family work together to care for their 60 cows, continuing a tradition that began in 1853. While the look of the farm has changed over the years, their commitment to providing high-quality milk has never wavered.



Today's Technology

The family recently welcomed robotic milkers to their farm. This allows the cows to be milked when they want, and allows the family to continue focusing on caring for their animals every day. The robotic milkers keep track of how much milk each cow gives every day, and provides records the family can access when needed.



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.

Late 1800s

Farmers begin breeding cows specifically for milk production – dairy cows.

1914

First milk tanker trucks used to transport milk.



1900

Pasteurization used in all dairy farming.



1879

Thomas Edison invents the incandescent light bulb.

1878

First automatic milking machine invented.

1890s

Milk homogenizer invented.



1945

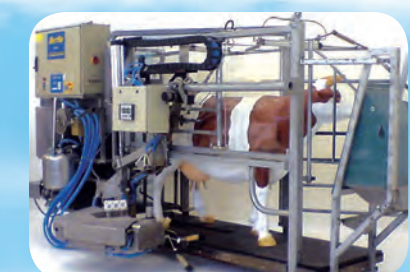
The first year that the use of tractors exceeds the use of horses on farms.

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.



2016

Of the more than 43,000 working dairy farms in the U.S., 97% are family-owned, and all help provide you with fresh, wholesome dairy products all year long!



MI-made milk is local and in stores within 48 hours. Look for the state code 26.



Milk Means More
MilkMeansMore.org

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