



# Our Milk Vs Supermarket Milk



## Our Super Fresh milk follows this route



Milk from our cows is processed and bottled in our Farm's pasteurising dairy



Loaded on truck for same day delivery.

Delivered SUPER Fresh to your local shop



### Why our SuperFresh Milk is Best:

- It is 100% from our cows, not mixed with anyone else's.
- Higher nutritional benefits
- Lasts longer because it is days fresher than Supermarket milk.
- Better value for money
- Lower carbon footprint and food miles
- Super Fresh

Come and see where it is produced:  
11am - 6pm Wed, Fri, Sat, Sun  
Cliffe House Farm, Dungworth, Sheffield

### DAIRY FARM MILK FACTS:

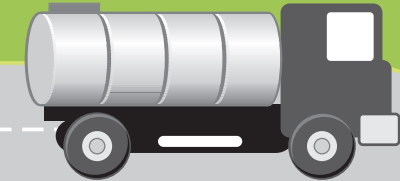
- The UK imports over 1 million litres of milk each day!
- It is not a legal requirement to display 'Country of Origin' on imported milk.
- Because of low milk price and cheap imports small dairy farms like ours are closing at a rate of 1 every day.
- Fresher milk has higher protein and calcium levels.



## Our surplus milk and milk from other local farms follows this route

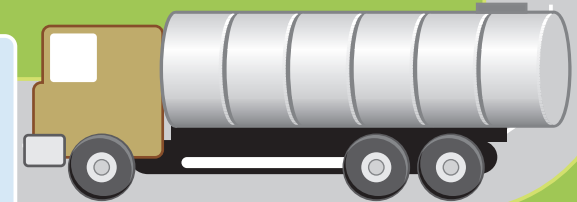


Surplus milk sits in the farm's tank for up to 2 days waiting to be collected

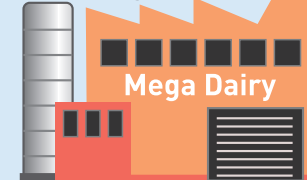


A tanker takes milk away from Sheffield to Buxton

It unloads milk into an artice tanker which takes it to Leicestershire



At the Leicestershire Mega Dairy



the milk is mixed with lots of other farm's milk, processed and packaged



Packaged milk is then distributed to centralised supermarket hubs



Milk finally reaches the Supermarket



Taken home by you



Up to a week later it arrives in your fridge, no longer super fresh.



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