

**Conflict is composed of opposing forces.**



**Judgement**



**Ethics**

The opposing forces consist of the scientific community and the dairy industry, as well as their motives. The scientific community's motive is to prove milk is not as beneficial as the dairy industry claims in order to keep consumers safe. The dairy industry's motive is to prove milk is as beneficial as they claim in order to progress the number of dairy milk sales.

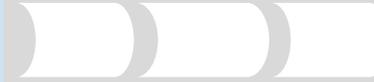
❖ ***The Scientific Community***

- The scientific community gives their own feedback about milk consumption.
- Dr. Deepa, the founder of Synergistiq Integrative Health, states, “Cow's milk is not designed for human consumption... Cow's milk contains on average about three times the amount of protein than human milk does, which creates metabolic disturbances in humans that have detrimental bone health consequence...” (Verma, 2016).

❖ ***The Dairy Industry***

- The dairy industry say otherwise and the National Dairy Council (NDC) quotes, “Your body needs certain nutrients to function properly, and milk contains many of those nutrients. For example, milk is an excellent source of calcium, which can help build and maintain strong bones and teeth. It also contains a number of B vitamins (vitamin B12, riboflavin, pantothenic acid and niacin), which can help your body convert food into fuel” (2017, NDC).

Conflict may be  
**natural or  
manmade.**



**Process**

❖ ***Man-made***

- Health, environmental, and economic consequences of drinking cow's milk.
- The dairy industry injects supplementals such as rBST, a man-made reproduction of milk. The use of rbST varies between animals on how they perform. According to Monsanto, the developer of rbST writes, “Monsanto's rBST product, Posilac, is a supplement of the naturally occurring cow hormone BST, that when administered to cows allows them to produce more milk. Many dairy farmers use Posilac because they can produce more milk with fewer cows” (Monsanto, 2009). This reduces the development of **natural** milk and **forces** cows produce an unlimited supply of milk.
- The false health claims promoted in milk advertisements by the dairy industry is considered **man-made**.

❖ ***Natural***

- Cows **create lots of methane** inside their bodies which is stronger than **carbon dioxide**. This **contributes negatively to the environment** and continues to develop **global warming**. Also, it increases health risks that can be fatal to humans.
- As stated by Catharine Fitzsimmons, she concludes, “**Air emissions from CAFOs can harm human health and the environment**. These harmful emissions include ammonia, hydrogen sulfide and particulate matter, including fine particulate matter... Human exposure to ammonia triggers respiratory problems, causes nasal and eye irritation and in large amounts can be fatal.”

**Conflict may be intentional or unintentional.**



**Impact**

❖ ***Intentional***

- The motives of the scientific community and the dairy industry since they are man-made.
- The PCRM states, “The weight loss promotion advertisements make claims about health designed to engender trust by using celebrity-spokespersons and by claiming to be science-based, claims which are virtually impossible for consumers to evaluate for themselves... While the advertisements have been effective at conveying their message, [it] is unequivocally deceptive, misleading, and dangerous.” This links to the misconception of milk, which shows they did it **intentionally** and **impacts** the consumers’ views on milk.

❖ ***Unintentional***

- “Climate change is the most serious challenge facing the human race. The livestock sector is a major player, responsible for 18 percent of greenhouse gas emissions measured... This is a higher share than transport[ation]...” (FAO, the Food and Agriculture Organization of the United Nations, 2006). Cows are **unintentionally** creating global warming, a **negative impact** to the environment by emitting methane.
- The United States Environmental Protection Agency (EPA) provides, “Of all domestic animal types, beef and dairy cattle were by far the largest emitters of CH<sub>4</sub>” (EPA, 2016). CH<sub>4</sub> is methane that is primary to the greenhouse gases emitted by the agriculture activities, according to the EPA.

**Conflict may allow for synthesis and change**



**Contribution**

The fact that the dairy industry and farms are seeking to improve the welfare of their cows **allows for synthesis and change** in one way, as it will affect all of the consequences. Such as, the more accurate health claims will be and the less subsidies that will be needed.

- ❖ **August 28, 1939:** Dairy products were reduced in low prices during the Great Depression and it is stated that, “the milk distributors were paying farmers less for their milk than it cost them to produce it” (TIME, 1939). The Dairy Farmers Union decided to take action which resulted them to go on a strike and went on to confiscate bottles of milk.
- ❖ **June 4, 1940:** In 1940, Federal Milk Programs were provided for schools, and, as reported by the United States Department of Agriculture (USDA), “Federal assistance in providing milk for school children has been in operation since June 4, 1940, when a federally subsidized program was begun in Chicago. It was limited to 15 elementary schools with a total enrollment of 13,256 children. The schools selected were located in low-income areas of the city. The price to the children was 1 cent per one-half pint, and children who could not pay were given milk free, the cost being paid through donations by interested persons.”
- ❖ The popular demand of milk increases throughout the mid 1900’s.
- ❖ **1940’s:** As part of President Franklin D. Roosevelt’s plan to escape from the Great Depression, he employed artists and advertisers to promote campaigns about milk. They employed over 3 million people.

❖ **1946 - National School Lunch Act:** President Truman designed an act to provide nutritious lunches to schools. There were three types of lunches, and each lunch must include ½ to 2 pints of milk. It is stated in the act that, “It is... declared to be the policy of Congress, as a measure of national security, to safeguard the health and well-being of the nation's children and to encourage the domestic consumption of nutritious agricultural commodities... by assisting the States, through grants in aid... in providing an adequate supply of food, and other facilities for the establishment, maintenance, operation and expansion of... school lunch programs” (USDA, 2008).

❖ **1950's - 1960's:** Dairy industries transformed their products from bottles of milk to square carton milks. The prices of milk were reduced and more milk was given.

❖ **1983 - Dairy Act of 1983 and the establishment of the National Dairy Board:** The Dairy Stabilization Act of 1983 was passed and “authorized a national producer program for dairy product promotion, research, and nutrition education to increase human consumption of milk and dairy products and reduce milk surpluses” (USDA, 2007).

❖ **1992** - The first USDA food pyramid was released.

❖ **1993** - Got Milk? campaigns were introduced.

❖ **1997 - Harvard Study on Milk and Bone Health Released:** The Public Health Doctors of Harvard published an article and, “The study found that high intakes of milk (two or more glasses a day over a 12-year period) did not reduce the incidence of osteoporosis and related bone fractures” (Feskanich, 1997).

Conflict may allow  
for synthesis and  
change (*cont.*)



Contribution

- ❖ **1998 - National Raw Milk Campaign:** Its goal was to “promote the health benefits of raw cow’s milk and to advocate for the legalization of raw milk sales.”
- ❖ **2002 - PETA files lawsuit against the California Milk Board:** PETA claims the California Milk Board was CMAB’s “Happy Cows” advertising campaign that constituted mislead advertising. They argued that “the idyllic living conditions of the ‘Happy Cows’ were in stark contrast to the large factory farm reality of most dairy cows in California” (PETA, 2002).
- ❖ **2004 - Milk and Weight Loss Ad campaign initiated:** The NDP stated that milk contributed to weight loss and their slogan was, “3-A-Day. Burn More Fat, Lose Weight” (USDA, 2005).
- ❖ **2005:** “To help raise public awareness about lactose intolerance...on behalf of all residents in Washington, D.C., who may purchase milk without realizing the serious digestive distress it can cause. Filed in the Superior Court of the District of Columbia on October 6, the suit calls for all milk cartons sold in D.C. to carry labels warning of milk’s possible side effects” (PCRM, 2005).
- ❖ **2007 - Aurora Organic Dairy, the Nation’s Largest Organic Dairy, Violates Organic Rules**
- ❖ **2012 -** The United States Centers of Disease Control and Prevention states, “Federal and state regulators should continue to enforce existing regulations to prevent distribution of non-pasteurized dairy products to consumers. Consumption of non-pasteurized dairy products cannot be considered safe under any circumstances.”
- ❖ **2014 - “Got Milk?” is replaced with “Milk Life”**

**Conflict may allow for synthesis and change (cont.)**



**Contribution**

All of these events change into the decrease of the supply of milk.

❖ Dairy products began to be reduced in prices because it was believed to be unfair that the dairy industry, who were the producers of milk, were being paid more than the farmers. **But it could also be so the dairy industry could make a comeback in earning the same amount or even more than the farmers by selling competitively.** This opportunity arose when milk was starting to be provided in schools; not so farmers can be paid more since it was offered for free, but only so **children, who have the least knowledge of its nutritional value, can consume it (especially when there was not any proper labeling at the time).** Either way, this shows that the dairy industry aimed gain money for themselves. At the same time, however, **it could be because they discovered that their dairy products were not healthy.**

❖ Competitive selling of milk continues as milk moves from bottles to cartons, meaning prices are lower and more milk is given (again, for the dairy industry to be **paid more**). Then, the government becomes involved as *President Truman* tries to make milk more essential because of its health benefits. But now, the public must have realized their purpose once they starting advertising, which hints that it is too obvious that they are making too much of an attempt for milk to be consumed. Furthermore, their advertising was claimed to be misleading by Harvard.

❖ After the Harvard study caught the National Dairy Board redhanded, they decided to promote raw milk instead. Now, cartons are starting to be properly labeled, but the National Dairy Board (and possibly the government as well) are beginning to lose trust between milk consumers as they are caught redhanded *again* since even raw milk was proven to not be safe. All of these ideas contribute to the fact that the demands of milk have decreased not only because of misleading advertising, but also from the realization of the dairy industry's purpose: to gain more money (or the same amount) as the farmers by competitively selling milk.

**Conflict may allow  
for synthesis and  
change (*cont.*)**



**Contribution**

**Conflict is progressive** can be observed through the use of a timeline of the **advancement of the dairy industry** (which also determines how the demands of milk have **changed over time**).

- Therefore, this demonstrates how the demands of milk affect all of the consequences. Such as, the lower the demands of milk means the more spoofed health claims of milk in milk advertisements will be, the more subsidies the industry will receive, and the harder they will have to work (which requires more maintenance for cows and more habitat loss).
- The empowerment of dairy farmers contributed to the **change** of dairy prices **over time**, without informing the public. However, the money gained from milk advertisements remains unknown.

**Conflict is  
progressive.**



**Changes Over Time**

**\* Units are in millions**

**1994**

Total Milk Consumption:  
6,385,686  
Total Milk Advertising Expenses:  
64,857

**1995**

Total Milk Consumption  
6,368,434:  
Total Milk Advertising Expenses  
71,846:

**1996**

Total Milk Consumption:  
6,414,565  
Total Milk Advertising Expenses:  
106,552

**1997**

Total Milk Consumption:  
6,380,948  
Total Milk Advertising Expenses:  
75,140

**1998**

Total Milk Consumption:  
6,347,551  
Total Milk Advertising Expenses:  
46,289

**1999**

Total Milk Consumption:  
6,391,195  
Total Milk Advertising Expenses:  
71,607

**2000**

Total Milk Consumption:  
6,340,520  
Total Milk Advertising Expenses:  
68,287

**2001**

Total Milk Consumption:  
6,278,394  
Total Milk Advertising Expenses:  
73,943

**2002**

Total Milk Consumption:  
6,304,118  
Total Milk Advertising Expenses:  
73,275

**2003**

Total Milk Consumption:  
6,268,881  
Total Milk Advertising Expenses:  
72,322

**2004**

Total Milk Consumption:  
6,233,747  
Total Milk Advertising Expenses:  
69,508

**2005**

Total Milk Consumption:  
6,218,332  
Total Milk Advertising Expenses:  
59,949

# Language Of The Discipline

**Dairy Milk** - A whitish liquid containing proteins, fats, lactose, and various vitamins and minerals that is produced or contained by mammals such as goats, cows, water buffalo, etc. (Merriam-Webster)

**Non-Dairy Milk** - A substitute for milk or cream products that does not contain the same milk nutrients. Not always will it mean “milk-free.” (Food Allergy Research and Resource)

**rBST** - Bovine somatotropin, or bovine growth hormone (BGH), is a peptide hormone produced by cows' pituitary glands. Like other hormones, it is produced in small quantities and is used in regulating metabolic processes. (Wikipedia)

**Homogenized Milk** - A mechanical process that breaks fat globules so that they stay suspended in the milk rather than separating out and floating to the top of the jug. (Berkeley Wellness)

**Plant-based Milk** - A type of milk that has been consumed for centuries in various cultures, both as a regular drink (such as the Spanish horchata) and as a substitute for dairy milk. Popular plant-based milks in the US are rice and coconut, which makeup 9.3% of the total milk market. (Wikipedia)

**Flavored Milk** - A type of milk containing sugar and colorings so it is more appetizing, especially to children (an example is the strawberry flavor, ethyl methylphenylglycidate). It can be sold as a powder to be added to plain milk, or bought pre-mixed alongside other milk products. Some are designed as dietary supplements by including additional minerals. (Wikipedia)

**Pasteurization** - Partial sterilization of a substance (such as milk) that is set at a temperature for an exposure that destroys objectionable organisms without major chemical alteration of the substance. (Merriam-Webster)

**Subsidy** - Money granted by the government to assist an industry so that the price of a commodity remains low or competitive. (Wikipedia)



# Origins

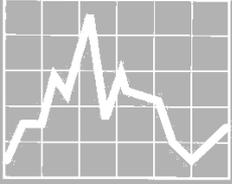


Drinking milk and **assuming it is one of the most nutritional sources** lies within many families. The first nutrient source a baby would normally be introduced to is breast-fed milk or store-bought powdered milk. **The conflict of believing this myth actually originates in advertisements of milk.**

→ Furthermore, the government funds for the multi-billion dairy industry who then prevent the sales of milk from decreasing. That is, according to Michele who states, “The... government mandates the collection of industry fees for ‘checkoff programs’ to promote milk and dairy... U.S. Department of Agriculture employees attend checkoff meetings... The U.S. Supreme Court has upheld the legality of the checkoff programs as ‘government speech’... Checkoff money is also only supposed to be used for ‘generic’ marketing activities” (Simon, 2014).

- **As another origin is emerging**, the papers of the University College London read, “The ability to digest the milk sugar lactose first evolved in dairy farming communities in Europe, not in more northern groups as was previously thought.” This indicates that **the cultures in Europe who were involved in dairy farming practiced drinking raw cow milk centuries ago.**
- With little progression, however, raw cow milk has hardly hit the trends, which resulted in the dairy industry to upgrade it into the plant-based and flavored milk we consume today in modern society.

# Trends

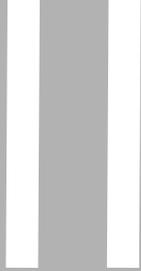


**Milk sales, though those with additives, have come high in the marketing economy.** The United States Department of Agriculture explains, “... the maintenance and expansion of markets for fluid milk products are vital to the nation's fluid milk processors and milk producers, as well as to the general economy of the United States.”

→ **Trends give consumers the assumption that milk is the best path to take if in need of a diet, even if it may be false.** Milk produced by the dairy industry (which are those with additives) is one of the many fraudulent ways to “help” consumers.

- Even as dairy milk sales increase the rate in which money is earned, the dairy industry has sent advertisements to attract consumers.
- In an attempt to prohibit false advertising, it is stated in the petition of the Physicians Committee for Responsible Medicine that “Weight loss promotion greatly harms consumers by making false and unsupported health claims, distorting the body of science, and omitting material facts about the negative health effects associated with consuming dairy products... [These] advertisements make claims about health designed to engender trust by using celebrity-spokespersons and by claiming to be science-based... which are virtually impossible for consumers to evaluate for themselves...” (PCRM, 2005).

# Parallels



## ❖ *Global*

- The perception of milk is considered a positive, healthy beverage internationally. For example, an article written by Warren Judo, states, “ Milk has long been a favorite with Kiwi kids and their parents. But it represents more than just good health and strong bones. The dairy industry in the country’s largest... New Zealand dairy products make up almost a third of the global dairy trade” (New Zealand Geographic).
- Furthermore, milk as beverage is popular in India among its citizens. Stated by the Associated Press, “Milk’s special significance in India goes back to Hindu mythology and the legend of the Samudra manthan, the churning of the ocean that brought forth the drink of immortality, the amrit, and also the goddess Kamdhenu, which manifested itself as a wish-granting divine cow. Hindus, who make up 81 percent of India’s 1.3 billion people, consider cows to be sacred embodiments of Kamdhenu” (Associated Press, 2015). Not only is milk perceived as a healthy beverage, it is also considered a religious and ancient drink from the Gods.

## ❖ *Community*

- The state requires school districts to include milk in their school lunches. It is stated, “Federal assistance in providing milk for school children has been in operation since June 4, 1940, when a federally subsidized program was begun in Chicago” (NSLP).
- Based on our student-led research, milk without any additives is not very popular among students, which resulted in the dairy industry serving flavored milk such as chocolate.

## ❖ *Personal*

- Milk commonly appears throughout our lives as it is distributed for school meals. It is a bit odd how students only encounter two beverages to eat for lunch: milk and juice. The question is, why not water? Frequently we, as children, would also encounter milk advertisements when attempting to watch videos on sites such as YouTube. They would vary in the types of milk they are promoting. This is the same for our friends and family. Milk to us seems like a healthy beverage because our parents always say that milks plays an important factor, as it helps your bones grow. Sometimes, we are influenced to drink milk because the majority of our friends or people we know drink milk. The positive factors of milk are what mainly surrounds our lives.

# Motives

**The dairy industry, whose motive is to progress dairy milk sales,** are behind the conflict of the positive perception given about milk through the use of advertisements.

→ The dairy industry leaves out the negative factors of milk, meaning they are revealing some information, but not all in order to help their business. Dr. Deepa, a founder of Synergistiq Integrative Health, wrote the article called, “The Fallacy of ‘Milk Does the Body Good’” which states, “Milk and dairy products are pro-inflammatory and mucus producing. Milk increases the risks of respiratory conditions and allergies. It has been linked to the development of arthritis due to joints becoming inflamed” (Verma, 2016).

- With many similar reports on this situation, this gives the hypothesis that **the dairy industry should already be fully aware of the negative factors of milk.** However, it is assured that the good welfare of cows is a top priority. The only exception is, what about the health of the consumers? This is when **the dairy industry uses their motive to put additives in the already healthy cow milk.**
- Furthermore, the article written by Dr. Deepa goes on to say, “America has one of the highest consumption of dairy, yet one of the highest rates of osteoporosis.” With the progression of dairy milk sales being their motive, this may not even be on the minds of the dairy industry, since **it is provided that they should already know of this situation.**

# Multiple Perspectives



## ❖ *Milk in Schools*

There are two different perspectives on whether milk should be provided in school lunches.

→ **CON: Doctor Amy of the Physicians Committee for Responsible Medicine**, who writes, “Cow’s milk should not be required as part of federally subsidized meal programs for children. It is estimated that 1 in 4 children in US schools are lactose intolerant... Milk products are also the number one source of total fat and saturated fat in children’s diets, making them far from ideal... Soy milk or other non-dairy beverages such as rice milk, juice or water definitely should be offered as part of the NSLP” (Lanou, 2007). **The scientific community researched and performed experiments with milk, which gave evidence as to why milk should not be provided.**

- **PRO: Michael Zemel, a PhD and director of the Nutrition Institute**, states, “Regarding the National School Lunch Program, my position is that milk (or a milk-derived product, such as yogurt) should be a mandatory component of this program. My reasoning... is that it is difficult to obtain sufficient calcium from other sources... most children and adolescents... are at risk with respect to dietary calcium, and there are [very] few other foods offered that provide the nutrient density of low-fat or fat-free milk” (Zemel, 2007).
- With many similar reports on this situation, this gives the hypothesis that **the dairy industry should already be fully aware of the negative factors of milk**. However, it is assured that the good welfare of cows is a top priority. The only exception is, what about the health of the consumers? This is when **the dairy industry uses their motive to put additives in the already healthy cow milk**.
- Furthermore, the article written by Dr. Deepa goes on to say, “America has one of the highest consumption of dairy, yet one of the highest rates of osteoporosis.” With the progression of dairy milk sales being their motive, this may not even be on the minds of the dairy industry, since **it is provided that they should already know of this situation**.

# Multiple Perspectives (cont.)

## ❖ *The Dairy Industry is a crucial and beneficial part of the US economy*

- Most dairy industries are located in California, and the dairy issues are economically crucial.
- In the words of **Dianne Feinstein, the Senator of California**, writes on her website, “The milk produced by America's 65,000 dairy farmers represents the second largest agricultural commodity industry in the United States by value. Milk accounted for about \$27 billion of cash receipts for producers in 2005. Americans drink more than 6 billion gallons of milk per year, and another 10 billion gallons of milk are used to produce cheese” (Feinstein, 2006). Since the dairy industry is a multi-billion dollar industry, it affects the US economy deeply.

## ❖ *The Dairy Industry negatively contributes to environmental problems*

- Cows can produce large amounts of urine and manure, which can pollute the water environment. As stated by **Peter Taylor, a writer and TV producer in the article “Florida Dairy Farms and Springs Protection: Got Solutions?”** quotes, “Cows are prolific producers of manure and urine. In an average day of grazing, milking, and just mooing about, one dairy cow can generate over 100 pounds of manure and urine... cow manure mixture is further diluted with water and sprayed over a large area by a center-pivot irrigation system. In reality, neither of the techniques are full proof; a percentage of the nutrients bypasses the root system and enters the underground aquifer” (Taylor, 2008).

# Multiple Perspectives (cont.)

## ❖ *Milk Advertising*

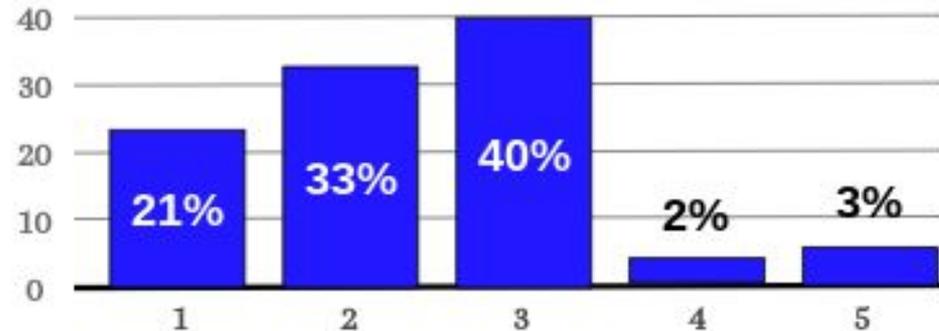
→ The **USDA** explains, “Regarding the data set, the ERS states, ‘the system comprises three data series, none of which measures actual consumption or the quantities ingested. The data are not based on direct observations of consumption. However, the ERS per capita food availability data are useful for economic analysis because they serve as indirect measures of trends in food use. In other words, the per capita food availability system provides an indication of whether Americans, on average, are consuming more or less of various foods over time’” (USDA, 2007).

- The advertisements were based on non-factual information which supported the idea of having intentions of increasing sales, not increasing health benefits.
- The Dairy Act of 1983 authorized the NBD (National Dairy Board) to promote dairy products and its milk, and the FMB (National Fluid Milk) spent over \$1.1 billion on campaigns and advertisements to contribute to the sales.
- Once, **milk advertisements have claimed that dairy milk is linked to weight loss, but professionals in the scientific community say otherwise. Michael Jacobson, an executive director of the Center for Science in the Public Interest, states**, “Milk your diet. Lose weight!’ promise ads from the Milk Processors Education Program... How can the dairy industry get away with making such big claims based on such little evidence?... I suspect that the dairy-weight-loss ads will be stopped soon... Otherwise, misleading claims will undermine the public's trust in both the industry's ads and the government that oversees them” (Jacobson, 2005).

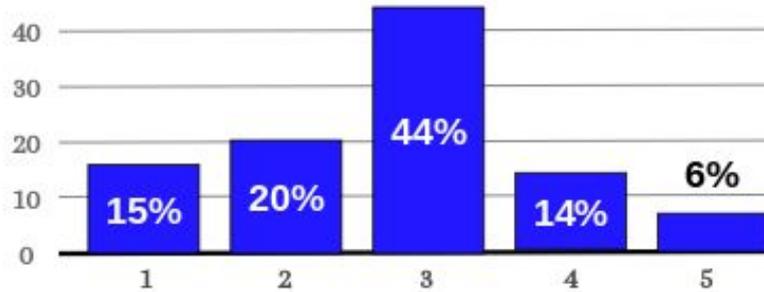
To further our student-led research, we asked the public whether or not soy milk is healthy after reading the title of a Huffpost article. Based on this research, 21% selected that soy milk is not healthy, while the other 3% thought that soy milk is healthy. This shows how easily persuaded the majority can become after only reading the title, as they could have never been informed that health dangers of soy milk even existed.



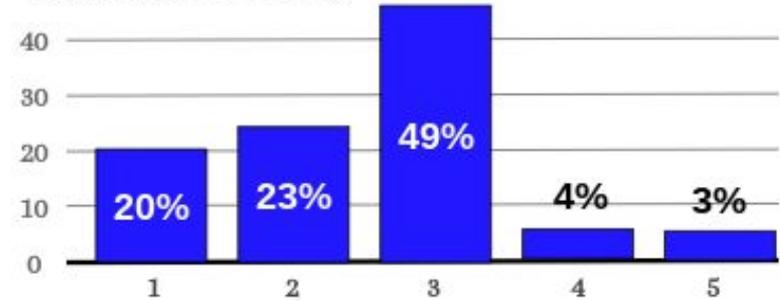
11. Based on this article, how healthy do you think dairy milk is for your body?



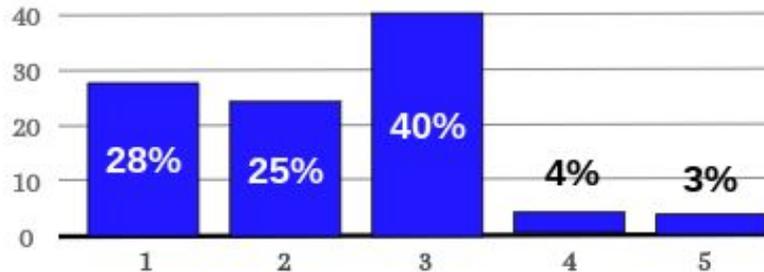
**7. How much do you think the production of dairy milk affects the environment?**



**8. How much do you think the production of soy milk affects the environment?**

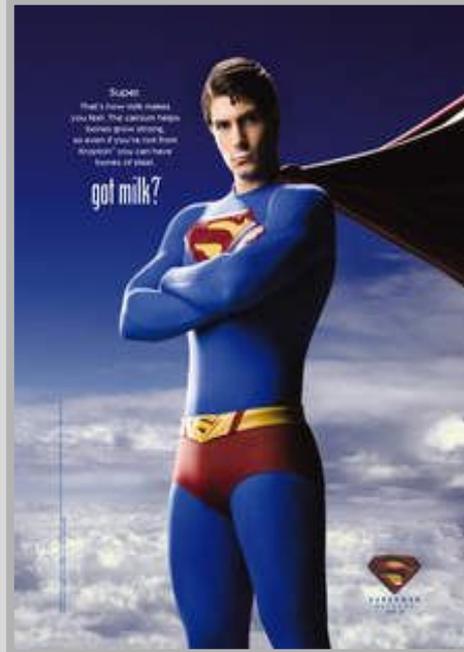


**9. How much do you think the production of almond milk affects the environment?**

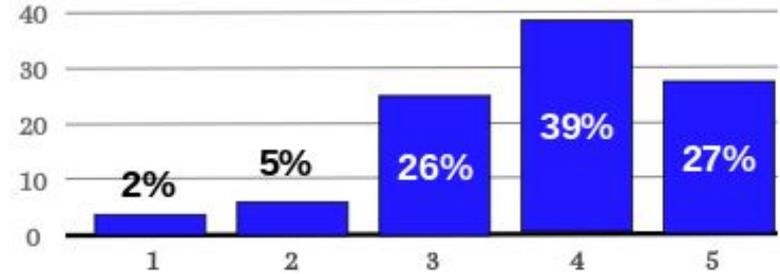


These graphs are another aspect of our survey. They are linked to the environmental issues of milk. According to the people we surveyed, 46% were not clearly sure if the productions of these milks affected the environment. This shows that a little less than half of the students we surveyed knew the environmental impacts of these milks, indicating that there is a lack of awareness of the impact of milk that goes beyond drinking it.

The advertisement below reads: "Got Milk? Super. That's how milk makes you feel. The calcium helps bones grow strong, so even if you're not from Krypton, you can have bones of steel."



10. Based on this advertisement, how healthy do you think dairy milk is for your body?

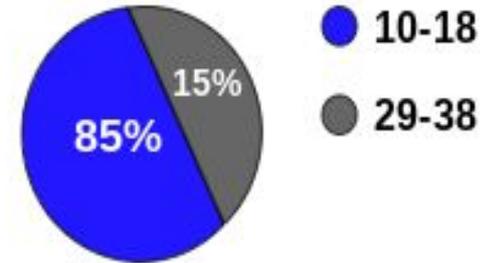


These findings show that milk is seen as a healthy product that is beneficial. Out of 85 people that were surveyed, 78 said that dairy milk was healthy for the body. The other 7 people did not think dairy milk was healthy after seeing the advertisement. This correlation can be linked to the multiple perspectives of milk.

## Student-led Research

For our student-led research, we chose to do a survey and distribute it throughout Mendez to students and adults. The students ranged from ages 11 to 13, which resulted in the perspectives of young minds about milk. The survey did not represent the entire population of America or even California but a small majority of Santa Ana. We chose this method because it connected more to our driving question, rather than an interview or an observation would. Our aim was to address the public with the use of inquiry to see if they were already completely informed of what they are consuming from the production of the dairy industry. The questions we asked gave a helpful insight of the scientific community and the ethics they hold on dairy milk. The fact that the majority we surveyed were students certainly affected our answers because we were provided with a deeper understanding of dairy milk from younger generations. These results may inform us on constructing a resolution between the dairy industry and the scientific community.

**The majority of the people that were surveyed:**



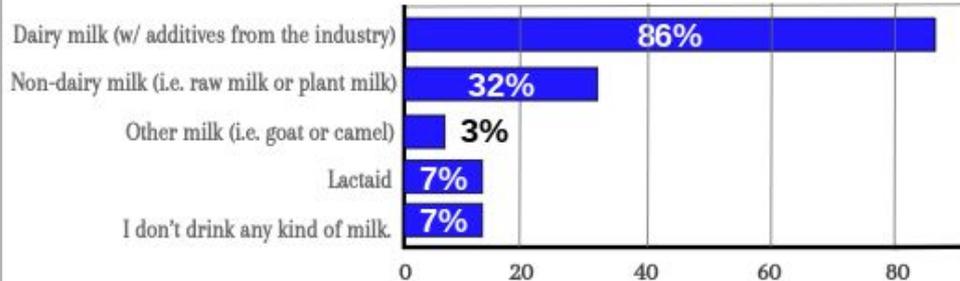
## Student-led Research (cont.)

Further research was conducted and questions that were asked included:

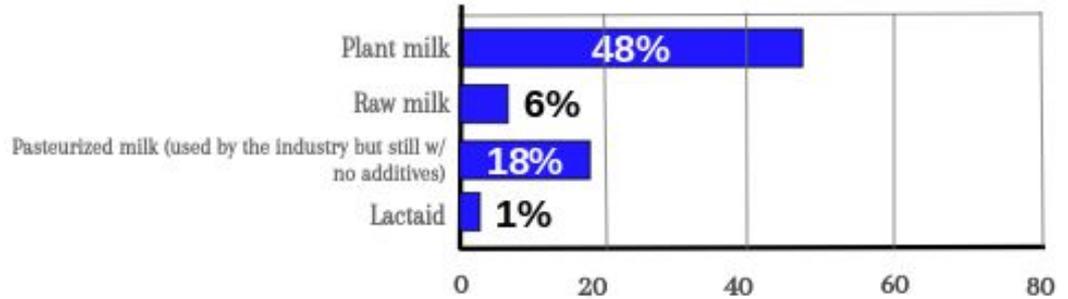
- What kind of milk do you drink?
- Why do you drink dairy milk?
- Which types of non-dairy milk do you drink?

In total, we surveyed 85 people that belonged to Mendez.

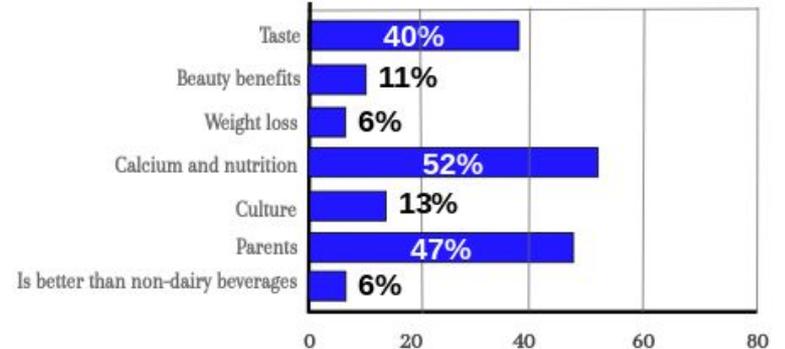
### 2. What kind of milk do you drink?



### 5. Which types of non-dairy milk do you drink?



### 3. Why do you drink dairy milk?



**Universal Theme:**  
**Conflict**

**Topic:** Conflicting messages about drinking cow's milk

**Generalization #1:**

Is  
composed  
of opposing  
forces

The opposing forces are the scientific community and the dairy industry.

**Generalization #2:**

May be  
natural or  
manmade

Health, economic, and environmental consequences are man made (ex: false health claims, subsidies, and methane, which is partly produced by the dairy industry).

**Generalization #3:**

May be  
intentional or  
unintentional

The motives of the opposing forces and the health and environmental consequences are intentional since they are manmade. Some of the economic consequences are intentional as well (ex: government subsidies are, but the production of methane is not).

**Generalization #4:**

May allow for  
synthesis and  
change

The dairy industry plans to improve the welfare of cows, which can affect all of the consequences (ex: makes the misleading health claims more true, the less needs for subsidies, and less production of methane).

**Generalization #5:**

Is progressive

The advancement of the dairy industry overtime is progressive, which also determines how demands of milk have changed overtime and how that leads to the conflicting messages. The industry advances from the myth and government subsidies.