

WHY WE SHOULD WELCOME THE AGE OF THE MICRO-DAIRY?

Simple: Better quality, better value, better health!

Not long ago all our milk was produced this way – from small herds grazing fresh green pasture. But together supermarkets, the dairy companies and the European Union have turned milk production into a largely factory operation.

Cows are kept in huge herds, many of them shut up in sheds for much of the year. Fed on the wrong kind of foods, the milk they produce is of indifferent quality. In the big processing dairies this milk is further degraded by excessive processing. What was once a healthy, nutrient-packed food has been turned into a cheap, under-valued commodity. And in the process tens of thousands of family dairy farmers have been driven out of business.

The poor quality of most supermarket milk is proving a great spur to the micro-dairies. They are finding no difficulty in producing better quality milk. Simply putting cows back on pasture – their natural food – results in milk that tastes good and is rich in the nutrients that protect health.

It could be described as a “niche market”. But there are niche markets like this up and down the country. With direct sales to consumers the economics now stack up. That’s why micro-dairies are likely to proliferate across Britain in the next few years. And [GrassRoots](#) wants to be there to help them succeed, which is why we have launched THE REAL MILK CLUB!



[The Real Milk Club](#) IS NOW OPEN

Our new club is dedicated to letting the world know about these new, high quality, local suppliers; letting people know why their products are better tasting, better for your wallet, better for your health, better for the environment, better for the animals and better for the farmer.

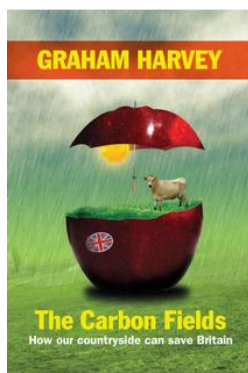
Featuring:

- The only independent UK micro dairy supplier list, the club is designed to let consumers find out how they can get hold of the best milk they will ever taste, and why it’s worth the effort to seek out these local treasures.
- Why grass-fed, locally produced milk is the only future for milk production in Great Britain.
- How to start your own Micro-Dairy – practical advice from these that have already succeeded.

Coming soon:

- The Real Milk Club Forum – a space for anyone interested in sustainable food production to come and discuss the issues.
- Merchandise!!! Be the first on your street to declare your loyalty to sustainable, tasty, local food with a fetching hat or badge sporting the *Real Milk Club* logo!!!

The Real Milk club has been set up in partnership with author Graham Harvey, author of *The Carbon Fields*. For more info please visit www.grassrootsfood.com.



The Carbon Fields

How our countryside can save Britain

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- *The Carbon Fields* by Graham Harvey. For review copies or author interviews please contact Will Barnard at GrassRoots: (01278) 683066, e-mail William.barnard@grassrootsfood.co.uk
- Graham Harvey won the BP Natural World Book Prize for *The Killing of the Countryside*.