



# Wrong Milk?

## DID YOU KNOW?

- The packet-milk that we get in the morning is **NOT** cow milk.
- It is mixed with **Buffalo milk** and milk powder to increase thickness.

## DID YOU KNOW?

- The packet-milk that we get in the morning is a **mixture of milk** got from many small farms.
- This makes it difficult to maintain quality.

## DID YOU KNOW?

- In most of the small farms milking is done **by hand** and **is open** to the environment.
- Typical cow shed elements like flies, cow dung and urine, feed etc., could get in the milk.



## DID YOU KNOW?

- Normally after milking the milk stays in a can or drum for prolonged time.
- The **bacteria count** in the milk increases dramatically within an hour if the milk **if not immediately stored at 4°C**.

## **DID YOU KNOW?**

- According to many Government and lab reports, **more than 70%** of the milk that we get in India is adulterated!
- Some small farmers use unthinkable items like **urea, detergent, starch, paint** etc.,

## DID YOU KNOW?

- **Water** that cattle drink is very important. If the water has substances like heavy metals, pesticide etc., **the same will be present in the milk.**
- So is the **feed**. Whatever toxins are there in the feed gets to the milk.



# DID YOU KNOW?

- Giving cows and buffalos **hormones** and **steroids** to increase the production is a common practice.
- **All that comes into the milk!**



## DID YOU KNOW?

- Hormones cause severe health issues in **pregnant mothers** and in **young girls** by advancing puberty.
- According to the researchers, the **levels of hormones** could effect sexual maturation in children. In addition adults could experience increased risk for hormone sensitive cancers including breast and prostate cancer.

## DID YOU KNOW?

- When cattle gets unwell they are usually given **antibiotics** which finds its way into the milk.
- **Nearly 99% of the milk that we get has it.**
- This has a serious consequence – it makes us get RESISTANT to certain antibiotics! **So the usual medicines don't work for us effectively.**

## **DID YOU KNOW?**

- A study shows that **antibiotics** in milk is enough to make people resistant to antibiotic. In US alone 2 million people develop antibiotic resistance resulting in **23000 deaths every year!**
- **However no such study is done in India. We are a poor 3<sup>rd</sup> world country right? And have millions of lives to spare...**

# Undesirable substances present in Indian Milk

- Pesticides
- Urea
- Steroid
- Hormones
- Antibiotics
- Aflatoxins
- Dioxin
- Other toxins



- Detergent
- Glucose
- Sugar
- starch,
- Nutrilizers,
- Hydrogen Peroxide ( $H_2O_2$ ),
- Maltodextrin etc.,

**Choose your milk right.**

In this age of easy information  
there will be no excuses for

**slow-poisoning**

your family.



There is an urgent need to educate the public  
and improve industry standards.

India being the **largest producer** of milk in the  
world taking up this responsibility, we believe is

**The Right Move.**