



**Page & Pedersen International, Ltd.**  
**+1(508)-435-5966**  
**info@pagepedersen.com**  
**www.pagepedersen.com**



## Field Facts

August 12, 2020

*Field Facts focuses on subjects that have arisen as a result of speaking with our customers and prospective customers, visiting trade shows, and feedback from our reps all over the globe.*

### **What have we learned from this Covid challenge?**

**Live and Learn – those are good strategies! So what are the ‘take home’ messages from this crisis for the dairy industry?**

**One is to continue to build confidence in your customers (‘confidence is the cure). Approaches to this are to tell your story, emphasize the care you take, be careful and be prudent.**

**Also, as consumers go back to the basics (wholesome & safe) we need to keep them on that track. Reinforce that behavior and keep dairy in their kitchens.**

**Observe that the food system is vulnerable. Make every effort to keep it robust. Especially with dairy products, we need to be aware of shelf life, transit times, etc.**

**Some ways of ensuring you can optimize your product shelf life are to test composition (LactiCheck Milk Analyzer) and Moisture (the P2MA moisture analyzer).**

**To learn more see the following links:**

<http://www.pagepedersen.com/products/milk-analyzers>  
<http://www.pagepedersen.com/products/moisture-analyzers/p2ma-50-moisture-analyzer>

