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Hot off the press!

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Back To Basics

Consumers are adopting a 'back to basics' approach to food shopping that includes a return to fluid milk and other dairy products. Milk is outselling plant-based beverages by a margin of more than 10 to 1, according to a recent posting by Hoards Dairyman Intel.¹ Butter is doing well too, thanks to more baking being done at home.

People are paying more attention to healthy eating and dairy has been recognized, increasingly, as a good approach to balanced nutrition! Let's keep it that way!

Cheesemakers have been having somewhat of a struggle in some places, but the old favorites like cheddar, mozzarella, gouda and some Alpine style cheeses appear to be doing quite well.

This is encouraging news in these interesting times!

1. <https://bit.ly/HoardsJuly23>

