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## **Trends: Coffee Milk and Milk Tea!**

Have you noticed that the consumption of coffee and tea drinks formulated with milk and dairy ingredients is growing exponentially on a global basis. Here in the States, coffee milk drinks (aka Starbucks “Frappucino®” etc. have been enthusiastically received by consumers everywhere from the coffee shop to the grocery store. Throughout much of Asia, milk building a strong market, especially among families looking to encourage a more healthy and balanced consumption of fluids.

Milk delivers a superior nutritional profile in breadth and scope (more protein, trace minerals and vitamins) than other drink alternatives! These chilled drinks are overtaking specialty hot coffees, such as lattes," according to Restaurant Business (5 Trends Driving Coffee Sale, Cobe, Patricia, Mar 11, 2019). In fact Iced Latte sales were up almost 30% in 2018 and iced mocha purchases were up ~40%. So celebrate National Dairy month with a foamy glass of creamy, refreshing iced coffee!

## **Tips: Realize optimal fertility and herd productivity with lower SCC**

Managing your herd (or helping with your suppliers' herds) results in optimal productivity and profitability. Pro-actively managing Somatic Cell Counts is an effective way of monitoring mastitis and improving both fertility and yield per cow. Studies show that counts above 200,000 can result in negative impacts causing up to a 35% reduction in yield and an increase of up to 17 days until a cow conceives.

The LactiCyte is an easy to use, cost effective way of seeing real time results from individual cows, milking groups and the bulk tank. Proactively managing herd health brings better results!