

## **Marketing Milk and Milk Products**

### **Milk—It Does a Body good!**

Two very important strategies for good marketing are

- A) Know your customer well (at least in a generic sense) and
- B) Know your product thoroughly

Knowing your product makes you an expert, and that translates to better salesmanship. It gives your customer confidence in you and by extension, your product.

If part of your strategy for profitability includes doing anything with milk (selling it, selling value added milk products, selling milk animals) then this article is what is commonly called deep background. It's designed to help make you an expert in milk. Some of the information will be suitable for use in sales presentations and advertising, but much of it is just so you really understand and can be convincing when talking to customers about raw milk's health benefits.

#### **WHY Raw MILK PREVENTS HEART DISEASE**

In the 80's I published a newsletter article about a study done in England in reference to heart disease. I'm sorry I no longer have that article available, but the study showed conclusively that heart disease was substantially lower in men who drank raw milk and ate raw milk products—including butter. The paragraph below may describe the science of why raw milk reduces heart disease risk.

"The natural homogenization of goat milk is, from a human health standpoint, much better than the mechanically homogenized cow milk product. It appears that when fat globules are forcibly broken up by mechanical means--as in homogenizing milk, it allows an enzyme associated with milk fat, known as xanthine oxidase, to break free of the fat itself, and penetrate the intestinal wall. Once xanthine oxidase gets through the intestinal wall and into the bloodstream, it damages blood vessels because it is a free radical. That damage scars over in the arteries and heart, which in turn stimulates the body to release cholesterol into the blood in an attempt to lay a protective fatty material on the scarred areas. This can lead to arteriosclerosis. It should be noted that this effect is not a problem with natural (unhomogenized) cow or goat milk. In unhomogenized cow milk (and naturally homogenized goat milk) this enzyme is normally excreted from the body without much absorption."

\*excerpted from 'Composition of Milk' by George Haenlein

## **DRINK MILK AND GROW THINNER?**

Studies (most recently one by the American Heart Association) have shown this to be the case. I'm going to explain why milk fat is NOT the kind that makes people fatter. In fact statistically, those who had two servings or more of milk and milk products per day had on average one inch less fat per the skin pinch test.

The reason milk—even with all its calories—does not make people fat is because of the special composition of the fat in milk.

Dietary fat—triglycerides—contains three fatty acids. Each fatty acid consists of a chain of linked carbon atoms. Some chains are long and some are short. Those that predominate in milk are short & medium length (between 2 and 12 carbons in a chain.) This is the designation for short or medium chain fatty acids. Long chain fatty acids contain 14 or more. Breaking these up and combining the carbons with oxygen is called fat oxidation or burning fat.

Your body is made up of trillions of cells, each with its own internal power plant called a mitochondria. These little factories take in fat and burn it to power the cell. The inside of the mitochondria is primarily a water environment. You already know that most fat and water do not mix readily, so the body uses a carrier substance to get the fat into the mitochondria to power the cell.

What makes medium chain fatty acids so different is that they are already water soluble so they cross into the power plant of cells without extra help. Another advantage of short and medium chain fatty acids is that they actually contain fewer calories than long chain fatty acid (8 calories per gram vs. 9.4 calories per gram).

Long chain fatty acids are more likely to get put in fat cells, short and medium chain fatty acids get burned as fuel. Eating foods containing these shorter fatty acids is like putting high-octane fuel in your car. The car runs smoother and gets better mileage. Your body performs better because it has better energy and endurance. It speeds up your metabolism and increases healing. Medium chain fatty acids have been shown to lower blood glucose levels for type 2 diabetics. They also contribute to lower cholesterol and LDL's. And finally, people who drink milk statistically have lower blood pressure than those who do not.

Here are the fatty acids (and their more common names) that are short to medium length and give raw milk some of its healthy properties: Notice that three of those are named after goats.

ethanoic	acetic	octanoic	caprylic
butanoic	butyric	nonanoic	
pentanoic		decanoic	capric
hexanoic	caproic	undecanoic	
heptanoic		dodecanoic	lauric

So to summarize if you are giving a sales presentation (even if it is informal):

- § Drinking fresh raw milk helps protect your heart and arteries from scarring caused by the reactive molecule, xanthine oxidase.
- § Some of the healthy benefits of milk are attributable to the short and medium chain fatty acid composition of the fat.
- § Medium Chain Triglycerides burn more easily in the cell's power plants and make us more energetic.
- § Medium Chain Triglycerides are not stored as fat as easily (so milk doesn't make people fat, and may help with fat loss.)
- § Other health benefits associated with drinking raw cow's and goat milk are lower blood pressure, lower blood glucose levels, faster healing, more energy and better cholesterol profile.

Best wishes for great marketing!

Brought to you by Ellie Winslow and Beyond the Sidewalk