

Organic milk : your everyday choice / Tesco.

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Tesco (Firm)

Publication/Creation

Cheshunt : Tesco, [2002?]

Persistent URL

<https://wellcomecollection.org/works/kqedx9td>

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TESCO

Organic milk

Your everyday choice



 healthy living

Organic milk your everyday choice



At Tesco we believe organic food can be an everyday choice. We offer over 1,000 organic products, including milk, all at very competitive prices. It's easier and more affordable than ever to choose organic, but why make the switch to organic milk?

Organic milk – the natural alternative

The adage 'you are what you eat' so often rings true. If you're concerned about the effect food production might have on the environment, then organic food is the natural choice for you.

Kinder to the environment, organic farming seeks to be in harmony with nature by minimising the use of pesticides and fertilisers, and maximising the use of traditional methods.

Organic dairy farming is carefully monitored and checked against the strictest standards to ensure that the milk, and the environment in which it is produced, are of the highest quality.

The cows that produce Tesco organic milk are only fed on GM free, organic food, and the use of antibiotics is kept to an absolute minimum.

Organic farmers combine traditional farming methods with modern know-how, working with, rather than against nature to achieve the best results.

So why drink milk?

Milk is one of the healthiest foods around. It's packed full of vitamins and minerals and the skimmed variety is over 99% fat free. As well as tasting great, organic milk is the original health drink.



Milk provides:

- Calcium to build strong bones and teeth
- Vitamin B12 which helps carry oxygen from the lungs to the muscles, and helps build red blood cells
- Vitamin B2, which helps to convert food into energy
- Protein to build and repair muscle

It also contains a range of other vitamins and minerals that are essential to everyday well-being, including phosphorus and potassium – the ultimate power drink!

Milk for kids

Milk is an excellent drink for children.

Just one glass of semi-skimmed milk per day can provide a six year old with all the vitamin B12 he or she needs.

In addition, it contains approximately half of their daily requirement of calcium, phosphorus and vitamin B2, and about a third of the protein, potassium and iodine they need.



Milk is also ideal for kids because it's kind to their teeth. In fact dentists suggest that water and milk are the best drinks for teeth in between meals because, unlike sugary and acidic drinks, they don't cause teeth to decay.

And because your child is drinking organic milk, you can be certain that you're helping to conserve the countryside and environment for their future as well.

But isn't organic milk high in fat?

No! Milk is great for anyone who wants a low fat, nutritious snack.

Whole milk contains only 3.6% fat, semi-skimmed milk only 1.7% and skimmed milk a meagre 0.1% fat.





You'll find Tesco organic milk in the chiller instore – just look for the distinctive Tesco organic logo and packaging

Supporting UK agriculture

As UK agriculture's biggest customer, we're working closely with our suppliers to ensure we stock as many locally produced organic products as possible.

It takes at least two years for a farmer to convert land to organic production. During this time, the farm goes through what is called a conversion period, where growing and rearing methods are organic but where products cannot yet be sold as organic.

One farmer who has recently made the switch to organic is Mark Evans. Mark and his family farm a 150

strong herd of pedigree Ayrshire cows in Devon. Some of the 750,000 litres of the organic milk they produce per year is bottled for Tesco.

Mark chose to convert his 385 acres of mixed arable and grassland to organic after using conventional farming methods for many years.

He says: *"Milk is a naturally wholesome food and organic farming provides me with an excellent way of caring for my livestock and the environment."*

The family are also great supporters of the Ayrshire breed of cow, and are regularly seen showing their championship stock at local agricultural shows.

And to make it easier for farmers like Mark to go organic, we have established the Tesco Centre for Organic Agriculture (TCOA) at the University of Newcastle. The TCOA supports and co-ordinates organic research throughout the EU.



Organic recipes

Breakfast Smoothie

Serves 2

Ingredients

- 100g (4oz) organic strawberries
- 1 organic banana
- 150g pot natural organic yoghurt
- 300ml organic milk
- 1 teaspoon organic runny honey
- 1 tbsp. wheatgerm (optional)

Method

Place all of the ingredients into a blender and blend until smooth.

Serve immediately in tall glasses.



Try using organic mango, melon, raspberries, or other berry fruits, cherries or kiwi fruit as an alternative.

Luxury Rice Pudding

Serves 4

Ingredients

- 50g (2oz) organic long grain rice
- 25g (1oz) organic butter
- 50g (2oz) organic caster sugar
- 568ml (1 pint) organic milk
- grated rind of 1 organic orange
- 50g (2oz) organic sultanas
- 125ml (1/4 pint) organic double cream

Method

Place all of the ingredients, except the cream into a heavy based saucepan and cook with a lid, stirring occasionally for approx. 45mins-1 hour. Remove the lid, halfway through the cooking time.

Stir in the cream and serve.



Alternatively, place all of the ingredients into a greased ovenproof dish and cook in a preheated oven, Gas 3, 170°C, 325°F for approx. 1-1½ hours until golden brown on top. A little ground cinnamon could be sprinkled over the surface before cooking.

Quality that's guaranteed

All Tesco organic products are grown and produced to strict regulations controlled by the UK Register of Organic Food Standards (UKROFS) and European Union legislation.

Get moving to Organic milk...

Tesco organic milk is now more convenient and affordable than ever. We have a full range of organic milk, with whole milk, semi-skimmed and skimmed varieties available in a range of sizes.



Want to know more?

If you want to find out more about organic food and agriculture, check out the following websites:

www.tesco.com/healthyliving

for information about organic products, recipes, and general organic issues.

www.soilassociation.org

for the largest UK certification body. This site contains plenty of news and information on organics and certification.

www.organic-research.com

for organic news and research information.

www.ivillage.co.uk

advice from experts on a range of food related health issues, including organic.

If you have any further queries please write to:
Food Advice Service, Tesco House,
P.O. Box 18, Cheshunt,
Hertfordshire EN8 9SL
or telephone 0800 505555.