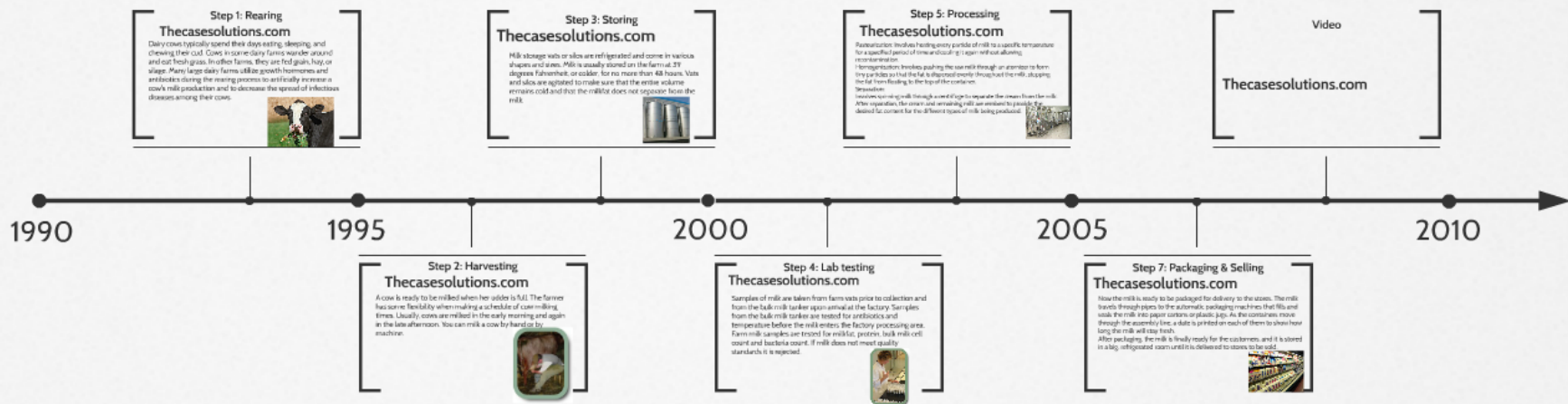
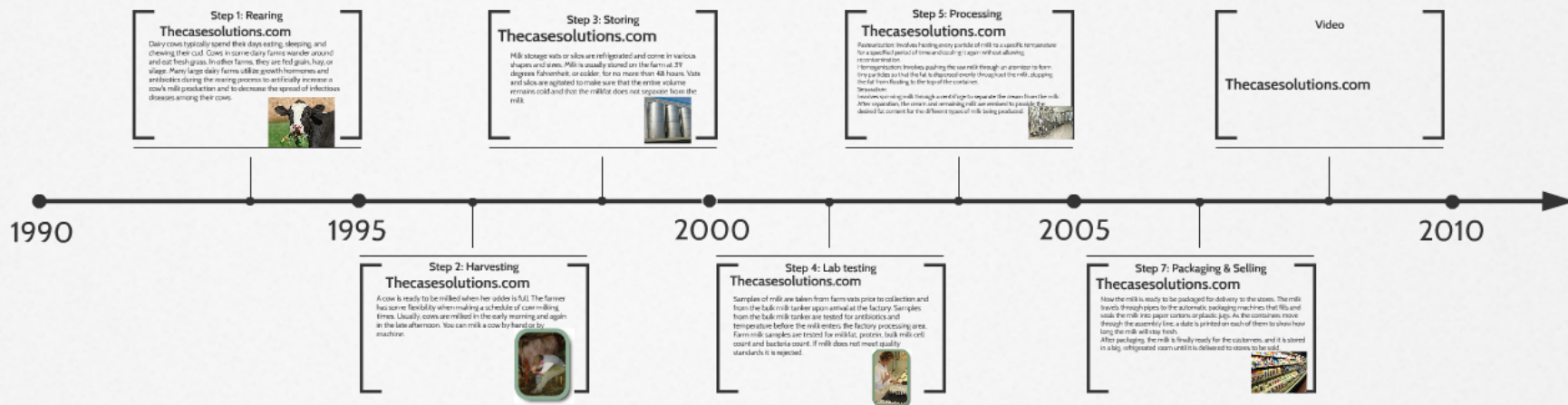


# Snow Brand Milk Products (B): Reform and Revitalization Efforts



Thecasesolutions.com

# Snow Brand Milk Products (B): Reform and Revitalization Efforts



Thecasesolutions.com

# Step 1: Rearing

## Thecasesolutions.com

Dairy cows typically spend their days eating, sleeping, and chewing their cud. Cows in some dairy farms wander around and eat fresh grass. In other farms, they are fed grain, hay, or silage. Many large dairy farms utilize growth hormones and antibiotics during the rearing process to artificially increase a cow's milk production and to decrease the spread of infectious diseases among their cows.



## Step 2: Harvesting

# Thecasesolutions.com

A cow is ready to be milked when her udder is full. The farmer has some flexibility when making a schedule of cow milking times. Usually, cows are milked in the early morning and again in the late afternoon. You can milk a cow by hand or by machine.





# Step 3: Storing

# Thecasesolutions.com

Milk storage vats or silos are refrigerated and come in various shapes and sizes. Milk is usually stored on the farm at 39 degrees Fahrenheit, or colder, for no more than 48 hours. Vats and silos are agitated to make sure that the entire volume remains cold and that the milkfat does not separate from the milk.



## Step 4: Lab testing

# Thecasesolutions.com

Samples of milk are taken from farm vats prior to collection and from the bulk milk tanker upon arrival at the factory. Samples from the bulk milk tanker are tested for antibiotics and temperature before the milk enters the factory processing area. Farm milk samples are tested for milkfat, protein, bulk milk cell count and bacteria count. If milk does not meet quality standards it is rejected.



# Step 5: Processing

## Thecasesolutions.com

**Pasteurization:** Involves heating every particle of milk to a specific temperature for a specified period of time and cooling it again without allowing recontamination.

**Homogenization:** Involves pushing the raw milk through an atomizer to form tiny particles so that the fat is dispersed evenly throughout the milk, stopping the fat from floating to the top of the container.

**Separation:**

Involves spinning milk through a centrifuge to separate the cream from the milk. After separation, the cream and remaining milk are remixed to provide the desired fat content for the different types of milk being produced.



## Step 7: Packaging & Selling

# Thecasesolutions.com

Now the milk is ready to be packaged for delivery to the stores. The milk travels through pipes to the automatic packaging machines that fills and seals the milk into paper cartons or plastic jugs. As the containers move through the assembly line, a date is printed on each of them to show how long the milk will stay fresh.

After packaging, the milk is finally ready for the customers, and it is stored in a big, refrigerated room until it is delivered to stores to be sold.





**Video**

**Thecasesolutions.com**