

A VERY DAIRY CHRISTMAS

Santa's all about tradition over trends this season...



82%
of Americans
believe Santa
prefers
traditional milk
with his cookies
over any dairy
substitute



**SANTA WILL DRINK NEARLY
6.9 MILLION GALLONS OF MILK**
as he makes his way across the country this Christmas!

Keeping Santa Fueled, One Glass of Milk at a Time

Dairy Farmers of America (DFA) is a farmer-owned leading global dairy cooperative of family dairy farms across the United States and a manufacturer of farmer-owned brands like Borden® Cheese, Plugra® Premium Butter and TruMoo® flavored milk. DFA wanted to find out what Americans think about dairy for the holidays. "The Very Dairy Holiday Report", which polled more than 3,000 Americans across the country, revealed fascinating insights about how much people cherish dairy for their holiday meals.