



The Food and Agriculture Organization of the United Nations
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Via E-mail: fao-dairy-outlook@fao.org

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To whom it may concern:

As World Milk Day aims, in part, to “spread the word about dairy,” we’d like to propose a re-brand which would help you do just this by making clear what the white stuff from a cow really is: change the name of the awareness day to “World Bovine Mammary Secretion Day.”

This rebrand reflects the fact that cows don’t make milk because they’re cows, but because they are *mothers*. What you call a “global food” is really a food intended for baby cows and bulls only. Cows’ secretions aren’t meant for humans any more than those of dogs or cockroaches are, but, thanks to human demand for their mothers’ mammary secretions, calves are denied nutrients *and* the maternal bond forged when a mother feeds her infant.

Cows used by the dairy industry are forcibly inseminated repeatedly – often using what industry insiders have called a “rape rack” – to ensure a steady supply of milk, which a cow produces only after she gives birth. But, often within hours or a day of birth, those babies are taken, causing both mother and child extreme distress. Males are usually sold for veal, while daughters follow in their mothers’ sad footsteps.

Mothers are then repeatedly (usually mechanically) milked, and as many as 60% develop the painful udder infection mastitis. This infection, coupled with the fact that cows on factory farms often live coated with faeces, explains why a litre of milk can have up to 400,000,000 somatic (pus) cells. After several years of this disgusting cycle on repeat, a cow is considered “spent” and sent to have her throat slit.

Consumers deserve to make informed choices and to know what they’re drinking. So far, dairy marketing has been as opaque as the product itself, but rebranding June 1 as “World Bovine Mammary Secretion Day” can end this whitewashing, instead revealing that what most call “milk” is really secretions extracted from exploited, unwell, and grieving mothers.

Sincerely,

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