

THREE FOR HEALTH

THE ASSOCIATED MILK FOUNDATIONS PRESENT

THREE FOR HEALTH

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Faith: the power of a free people, freely expressed, each in his own way. To many men, faith is many things. But to all men, faith is a reality, a belief in right and goodness. To the man who works close to the soil, faith is a daily experience, a working tool as necessary as the plough under his hand. Faith that the rain will fall, the sun will shine and the seeds so carefully sown will germinate and spring above the ground. Faith that the seasons of the year coming in their appointed time will enrich the soil and bring to fruition his labours.

But faith alone is not enough. It requires work, much work to develop the bounties of nature into food for a nation. And in this work of creating sustenance, the role of the dairy farmer is the role of partner, a partner who shares, with the distributor and the consumer, membership in a tremendous food-producing team.

The production of milk is an old story: a story that has traced the civilization of man. But the story of the labour, the teamwork, the purpose that characterizes the modern dairy industry is a story worth telling.

“Hey!

You must have lots of faith to go into the dairy business. To build up a farm to support your family and supply your share of Canada’s food supply. Farms don’t spring into being overnight: there are years of effort behind them and a large investment in hours of labour and plain dollars and cents.”

Canada is a big country: a band of great cities spread across four thousand miles of mountain, prairie and lowland. Cities which generate the power and force that makes the Dominion one of the world’s great trading nations. Throughout every season of the year, from coast to coast, 15 million Canadians of every race and creed work and play to make their country a greater commercial and industrial nation, a happier playground and a better place for their children.

Behind this vast working force, supplying the vital food and energy for its needs, are the dairy farmers of the nation, the basic builders of national health. The dairy herd is a common sight,

a country common place to be bypassed with little heed. Yet to the dairyman, stock represents a considerable portion of his investment as a milk producer. His choice lies between many quality breeds: the black and white Holsteins, the red and white Ayrshires, the Jersey, the Guernsey, the milking Shorthorn or the Canadian cattle, native to the province of Quebec. In the matter of breeding, the dairyman's selection of a pure-bred bull is dictated by his judgment and his pocketbook: some Canadian bulls have sold for as much as fifty thousand dollars.

“Well, I haven't that much money tied up in my breeding sire but there's still a lot of money wandering around on my farm, invested to make sure my herd produces well and consistently. Volume of milk produced is one key to the revenue I take in; the other is quality. Volume and quality, and the greater of these is quality.”

Quality, that small overworked word which counts for so little or means so much. On a dairy farm, quality is care and cleanliness, wiping the udder before milking, keeping the windows tightly screened, fresh bedding under the cows and spreading lime to prevent the growth of bacteria and to discourage flies. Yes, quality is a physical thing: even the time-honoured custom of hand milking has yielded to modern science. And as better production methods appear, as more sanitary equipment is developed, the dairy farmer is first to accept his responsibility as the guardian of quality. This constant effort to meet ever higher standards reflects in the dairyman's cost of production. But in any decision between cost and quality, the health of the nation comes first.

The milk house is a typical example of the specialized needs of the dairyman. In terms of both equipment and buildings, the investment of a milk producer is heavy: equipment to plant, cultivate and harvest his crops, buildings to house his family, cattle and machinery. These are the tools that the dairy farmer uses to produce that most common of all precious fluids: milk.

“Yes, friends, we farmers work all right.

Oh, I'm not trying to make out that ours is a non-happy life but it's a busy one. And we go through it arm in arm with our 2 partners: faith and work. Faith not only in the sense of trusting God and nature but faith and confidence in our fellow men, especially in the men who are our working partners in this job of providing food for the nation. There is one working partner of mine who's well-known to you. He's a good friend of yours: your own milkman.”

Yes, everyone knows the friendly and obliging salesman who delivers the milk. For the driver salesman, in serving his customers daily, winter and summer, provides the only direct link between the distributor and consumer. But few people recognize their milkman as a trained specialist. Yet, as he offers his courteous suggestions, the milkman is acting as consultant, bookkeeper and serviceman for an organization that is dedicated to the needs and welfare of the community.

The operation of a dairy needs a large and efficient working force: there must be technical personnel and plant-workers, research men, office staff and a sales force. The clean shining equipment which pasteurizes the milk keeps close control over quality by means of time and temperature mechanisms, safeguarding milk for public use.

After pasteurization, the milk is carried to a cooler which immediately chills it and prepares it for bottling. This precise automatic control over milk processing is a deep public responsibility for the dairy. It has raised volume of consumption and thus lowered production costs. It has made milk the healthiest, safest and cheapest food that can be bought.

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END OF PART I

The value of milk and its by-products as sources of food and energy for growing children has long been known but the real story of milk and nutrition is being recognized more and more as the story of better health for everyone. In telling that story, many schools are doing excellent educational work.

“Milk is very important to our health and well-being: today, with the many demands on physical stamina and mental alertness, we need a reliable means of preserving our strength and building our bodies. The importance of milk can be explained in many ways but for our purpose, let us simplify it by comparing milk to the materials and workers who are responsible for the erection of a wonderful building. In the erection of a building, many materials are used: steel, lumber, brick, cement, sand and stone. And the workers are divided into special groups: steelmen, carpenters, bricklayers, painters and so on.

In a bottle of milk, we have similar working crews but their job, instead of erecting buildings, is to build strong, healthy bodies and keen minds. The material that they use are minerals, vitamins and proteins. With these materials, the health workers build body cells, strengthen bones and teeth, and repair worn or damaged tissues. Both young and old benefit from the work of these invisible little workmen for, contrary to popular belief, milk is as essential to adults as it is to children. In the child, it is necessary to build a good physique. In the adult, it is necessary to maintain normal bodily efficiency and to repair and replace parts which are constantly wearing out. In examining the mineral, vitamin and protein groups, let us first look at the calcium mineral workers for they regulate so many of the bodily processes that they might well be called the timekeepers of the body.

For a growing child, calcium serves the important role of building strong bones and teeth, a child's basis for good health for the rest of his life. At seven years of age, the average child is 4 feet tall, weighs 50 pounds and has one and two-thirds pounds of calcium in his body. At twelve years of age, the child is 4 feet 8 inches in height, weighs 80 pounds and possesses two and two-thirds pounds of calcium. That is a gain of one whole pound of calcium for the child in five years. And by far, the largest part of that calcium comes from milk.

In an adult, calcium performs the vital service of maintaining bones in a state of good health. For if the intake of calcium is reduced, the body will simply extract what it needs from the bones and teeth. That's weakening them and making them liable to easy injury and a long healing period. As if building and maintenance were not enough, the calcium workers also regulate the heart, keeping the beats smooth and regular. But who would imagine that calcium had anything to do with posture? Yet, good posture is a positive sign of a body well supplied with calcium. An upright posture is built upon a good framework and a good framework is not possible without adequate calcium. It is been said that the bent figure of old age is due to a long, continued lack of calcium.

When it comes to vitamins in milk, the riboflavin crew is one of the most important. It too has many jobs: works everywhere in the body, helping young people to grow, keeping the digestive and nervous systems in order, and contributing to that glowing health which adds to everyone's attractiveness. But perhaps a special contribution of riboflavin is its effect on eyes. Without sufficient riboflavin, eyes become reddened, irritated and sensitive to light. In a lesser way, riboflavin has one other unusual attribute: it seems to postpone old age, literally to extend the youthful period of life. It does this not by a miracle but by the simple expedient of doing all of its jobs well, retaining for elder persons some of their youthful vigour and good health.

The quality of water, sand, cement and other materials that goes into construction work is of the utmost importance. Even when the building is completed, these materials must be available to keep it in constant repair. This is also true in body building: in a constant work of building and repairing, proteins supply the building bricks to the body.

Proteins are complicated substances but the process of digestion breaks them down into simpler units which are called amino acids. Then the body builds them up again into muscles and other organs during growth, or uses them to repair parts of the body which show signs of wear and tear. When a protein food contains all of the essential amino acids, it is called a complete protein. Milk belongs in this class: it contains all of the necessary building blocks that our body requires.

We have only spoken of the most important minerals, vitamins and proteins but these are enough to show the extreme importance of milk as food for a lifetime. Whether we enjoy active sports or quiet recreation, whether we like to go swimming or wish to read a book, the true measure of our ability lies in our degree of health. And our health, both young and old, is influenced greatly by our use of milk. This contribution of milk in meeting our nutritional needs justify the very old claim, one that has often been made. From what we have just seen, I think that we can truthfully say that milk is our most nearly perfect food."

In the long history of man's struggle to provide food for his fellowmen, faith and work have played their parts. Faith that nature will be generous, work to distribute the benefits evenly. The struggle is never ending but the efforts are rewarding.

"I'm proud of my part in this working partnership. I know that the properties in milk are essential to health. I know that it takes all three of us: farmer, milk processing, the driver

salesman, working in harmony, each with their own sizable investment of time, skill and money to bring you milk in its purest, most wholesome and nutritious form.”

In the story of milk, the three partners: the farmer, the distributor and the consumer have made of their teamwork a fine example of productive cooperation, by maintaining the flow of milk into the nation's homes. The result shows in the carefree play of children, in the work of men who create and build, but best of all it shows on the happy smiling faces of a healthy people. From the grasses and grain of the field, the cow manufactures milk. With infinite care, the producer and distributor protect its wholesomeness. On the long road to better health, the last step belongs to the consumer. It takes three for health.

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THE END

AN ASSOCIATED SCREEN PICTURE

A PRESENTATION OF THE ASSOCIATED MILK FOUNDATIONS

Transcript: Séléna Turquetil