



**IRENE FARM HAS BEEN PRODUCING AND  
SELLING CERTIFIED RAW MILK TO THE  
PUBLIC FOR OVER**

**120 YEARS**





## BUT WHAT EXACTLY IS CERTIFIED RAW MILK?

**Certified Raw Milk** is more nutritious and healthier than pasteurised milk as the pasteurising process kills bad bacteria that may be present in the milk but unfortunately kills much of the good bacteria, vitamins and nutrients at the same time.





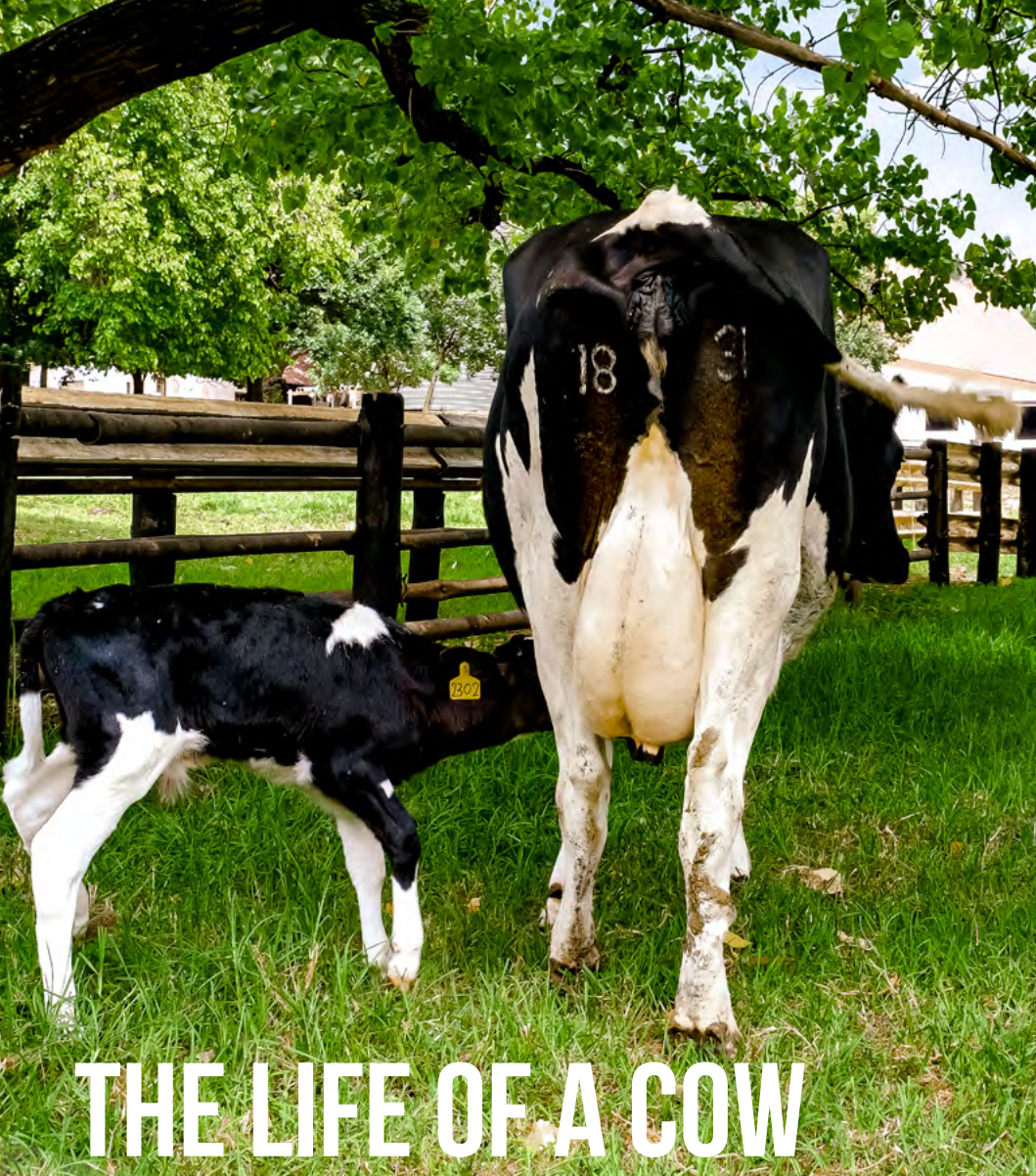
Some of the **healthy nutrients and vitamins** in Certified Raw Milk that are degraded or reduced in the pasteurisation process are:

- Beneficial bacteria which aid the digestive process in the stomach;
- Food enzymes which help the digestive process;
- Immunoglobulins which assist in immunity;
- Vitamins A and C, iron, zinc, calcium, potassium as well as magnesium.

For raw milk to be classified as **Certified Raw Milk**, the dairy must comply with the most **stringent high standards** such as:

- The dairy herd must be ‘closed and quarantined’, i.e. we never buy in new cows. The only new animals in the herd are our own calves born on the farm.
- The herd must be vaccinated and tested annually for brucellosis and tuberculosis.
- The milk must be tested frequently and randomly for bacteria, brucellosis and other impurities.
- The milking parlour and equipment must be of a superior standard with a rigorous washing, maintenance and replacement schedule.

**Irene Farm is pleased to confirm that we comply with all of these standards and more as is evident by the quality and fridge life of our milk.**



# THE LIFE OF A COW

- Cows are pregnant for 275 days.
- They spend the first 4 days with their calf before the calf is moved to the baby calf pens.

This is the safest place for them to be as they are well looked after and fed specially balanced diets.

- A cow will only start producing milk once it has calved.
- They are all milked in a modern milking parlour twice a day. They spend the rest of the day in lush fields eating and relaxing.
- The milk is rapidly cooled and packaged.



**IT'S BEST TO ONLY DRINK CERTIFIED  
RAW MILK FOR SAFETY REASONS  
AND NOT JUST ANY RAW MILK.**

**FOR MORE INFO:**

**Vist our website**

[irenefarm.co.za](http://irenefarm.co.za)

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**Scan to vist our website**

