

# INITIAL ARGUMENT

## MEDIA CLAIMS

### ANCHOR LESSON 1



## Claim #1

# Watering Idaho: Is The Dairy Industry Putting Rural Drinking Water At Risk?

From: Boise State Public Radio News – September 21, 2016



Earlier in this series, we told you about the importance of ground water in Idaho. The state relies on [underground aquifers](#) and private wells to [quench the thirst](#) of 90-95 percent of the population. But in southern Idaho, some people are worried about how contaminants from agriculture – specifically animal feedlots – could be impacting the water supply in rural areas.

- Joseph Poor, University of Oxford, UK

Content from: <https://www.boisestatepublicradio.org/environment/2016-09-21/watering-idaho-is-the-dairy-industry-putting-rural-drinking-water-at-risk>



## Claim #2

# Unlocking the dairy cow's potential to combat climate change

From: Green Biz, Feb 15, 2023



*Image courtesy of Dairy Management Inc.*

Ultimately, this is all good news. It means solutions to reduce enteric methane emissions exist. It means dramatically reducing methane emissions is possible. It means the dairy industry is playing an important role in helping to reverse the climate crisis and address the sustainable nutrition challenge — that is, the dual need to ensure food security and nutrition for a growing population while reducing environmental impacts.

And for dairy, it means that innovation is a solution in and of itself.

Content from: <https://www.greenbiz.com/article/unlocking-dairy-cows-potential-combat-climate-change>

## Claim #3

# Teens are dumping milk on store floors to protest the 'destructive' dairy industry

From: NY Post, Oct 16, 2022



"The dairy industry is incredibly environmentally destructive. The world's top 5 meat and dairy corporations are now responsible for more GHG emissions than Exxon, Shell or BP," the organization said in a tweet Saturday.

"We NEED a plant-based future now," it added.

- Animal Rebellion

Content from: <https://nypost.com/2022/10/16/teens-are-dumping-milk-on-store-floors-to-protest-the-destructive-dairy-industry/>

## Claim #4

### **Are alarm bells about whole milk much ado about nothing?**

From: Seattle Times, July 3, 2023



When the congressional Committee on Education and the Workforce voted last month to advance the [Whole Milk for Healthy Kids Act of 2023](#), a bill that would allow schools to offer whole milk to students, there was much hand-wringing. Would this increase saturated fat in kids' diets, setting them on a path to heart disease?

Content from: <https://www.seattletimes.com/life/wellness/are-alarm-bells-about-whole-milk-much-ado-about-nothing/>



## Claim #5

# To Shrink Your Carbon Footprint, Ease Up on the Dairy

Milk does a body good, but it also does a number on the planet.

From: NRDC, June 2, 2017



After all, meat and dairy have a common source. “It takes a lot of energy input to raise cows,” says [Sujatha Jahagirdar Bergen](#), a policy specialist with NRDC’s Food and Agriculture program. For starters, “you need to grow the feed [mostly grain], which takes lots of pesticides and fertilizer”—a significant [source of global warming pollution](#). Then there are the smellier factors. “After the cows eat that feed, they release methane through their digestive systems, and then their manure also produces lots of greenhouse gases,” Bergen says. NRDC has documented high levels of methane emissions from the [“lagoons”](#) where factory farms dispose of animal waste. Another particularly nasty by-product of cow dung is nitrous oxide, a climate-warming pollutant 298 times more powerful than carbon dioxide.

Content from: <https://www.nrdc.org/stories/shrink-your-carbon-footprint-ease-dairy>

## Claim #6

# 'Cows Are the New Coal.' How the Cattle Industry Is Ignoring the Bottom Line When It Comes to Methane Emissions

From: Time, Dec. 2, 2021



Cows and other ruminants release methane as a byproduct of their digestive process. A single cow can release around 250-500 liters of methane a day. More methane is produced when the animals' waste is collected in holding ponds, a typical practice for large scale industrial meat producers. The one billion cows used in the global meat and dairy industries, combined with other animals raised for livestock, are responsible for releasing the **methane equivalent of some 3.1 gigatons of carbon dioxide** into the atmosphere every year—accounting for some 44% of global anthropogenic methane. If the global livestock industry were its own country, it would be the world's third-biggest greenhouse gas emitter, falling **between U.S. and India** when it comes to total greenhouse gas emissions.

Content from: <https://time.com/6125014/cows-agricultural-emissions/>

## Claim #7

# Oatly ads banned by UK watchdog over 'misleading' green claims

**The ASA found claims made in an ad campaign by the alt-milk brand were not backed by sufficient evidence**

From: The Guardian, Jan 25, 2022



In paid-for ads on Twitter and Facebook, Oatly claimed the “dairy and meat industries emit more CO<sub>2</sub> than all the world’s planes, trains, cars, boats etc, combined”.

However, when the ASA investigated the claim it found Oatly had “overstated” the emissions of the meat and dairy industry because the company did not take into account emissions covering the full life cycle of transport, only emissions when a vehicle is driven.

Content from: <https://www.theguardian.com/media/2022/jan/26/oatly-ads-banned-by-uk-watchdog-over-misleading-green-claims>

## Claim #8

# Why Amish Kids Get Less Asthma: It's the Cows

From: Live Science, August 3, 2016



One way to reduce children's rates of asthma may come from dairy farms, a new study finds. And not just any dairy farms — Amish dairy farms, to be exact.

Kids who grow up in Amish communities have much lower [rates of asthma](#) than the general population, potentially thanks to their exposure to the communities' dairy farms at an early age, according to the study, published today (Aug. 3) in the New England Journal of Medicine.

Content from: <https://www.livescience.com/55648-amish-kids-asthma-prevalence.html>



## Claim #9

The meat and dairy industry has devastating effects on climate change. Join the campaign #LessIsMore @greenpeace

From: lessismore.greenpeace.org, March 4, 2019



Climate change is a global crisis and the meat and dairy industry is one of the greatest contributors. If we don't fix our food now, our planet faces dire consequences. What we eat matters.

Content from: <https://twitter.com/Greenpeace/status/1102514420561911809/photo/1>

## Claim #10

### Farmers are part of the climate change solution, not the problem

From: Washington Policy Center, Aug 11, 2022



**Agriculture** contributes just 11 percent of the total GHG emissions in the U.S., making it the smallest GHG emissions contributor of any sector tracked by the Environmental Protection Agency. Of the 11 percent of GHG emissions from agriculture, **research** indicates approximately 3 percent of agricultural GHG emissions come from livestock.

Content from: <https://www.washingtonpolicy.org/publications/detail/farmers-are-part-of-the-climate-change-solution-not-the-problem>

## Claim #11



From: UN environment programme, Feb 3, 2021



- Firstly, **global dietary patterns need to move towards more plant-heavy diets**, mainly due to the disproportionate impact of animal agriculture on biodiversity, land use and the environment. Such a shift, coupled with the reduction of global food waste, would reduce demand and the pressure on the environment and land, benefit the health of populations around the world, and help reduce the risk of pandemics.
- Secondly, **more land needs to be protected and set aside for nature**. The greatest gains for biodiversity will occur when we preserve or restore whole ecosystems. Therefore, we need to avoid converting land for agriculture. Human dietary shifts are essential in order to preserve existing native ecosystems and restore those that have been removed or degraded.
- Thirdly, **we need to farm in a more nature-friendly, biodiversity-supporting way, limiting the use of inputs** and replacing monoculture with polyculture farming practices.

Content from: <https://www.unep.org/news-and-stories/press-release/our-global-food-system-primary-driver-biodiversity-loss>



## Claim #12

# Dairies Help Save Tricolored Blackbirds

*6 Years Strong - Audubon partners with NRCS and family dairy farmers in the Central Valley to protect threatened birds.*

From: Audubon California, Oct 18, 2021



As 95% of wetlands have disappeared from the Central Valley, threatened Tricolored Blackbirds adapted by nesting in dairy forage fields.

**California family dairy farmer Luciana Jonkman says, “the birds are attracted to the dairies because it’s a safe environment for them to nest and there’s an abundance of food for them to feed on.”**

Content from: <https://ca.audubon.org/news/dairies-help-save-tricolored-blackbirds>

## Claim #13

# The Breathtaking Lack of Oversight for Air Emissions From Animal Farms

*We know livestock farms pollute the air—so why don't we know how much?*

From: The Nation, December 20, 2019



**F**arm pollution typically makes the news only when catastrophe strikes: A hurricane hits North Carolina and washes hog manure into neighboring homes, or the dead zone in the Gulf of Mexico grows due to fertilizer runoff into the Mississippi. But every day, the largest animal farms release air pollution, including noxious gases from livestock manure, that can harm the health of nearby residents and contribute to climate change.

Content from: <https://www.thenation.com/article/archive/air-emissions-environment/>