

JONNY AND JELLY GO FROM STRENGTH TO STRENGTH

Written by Steve Bradley

Illustrated by Mylène Dosal

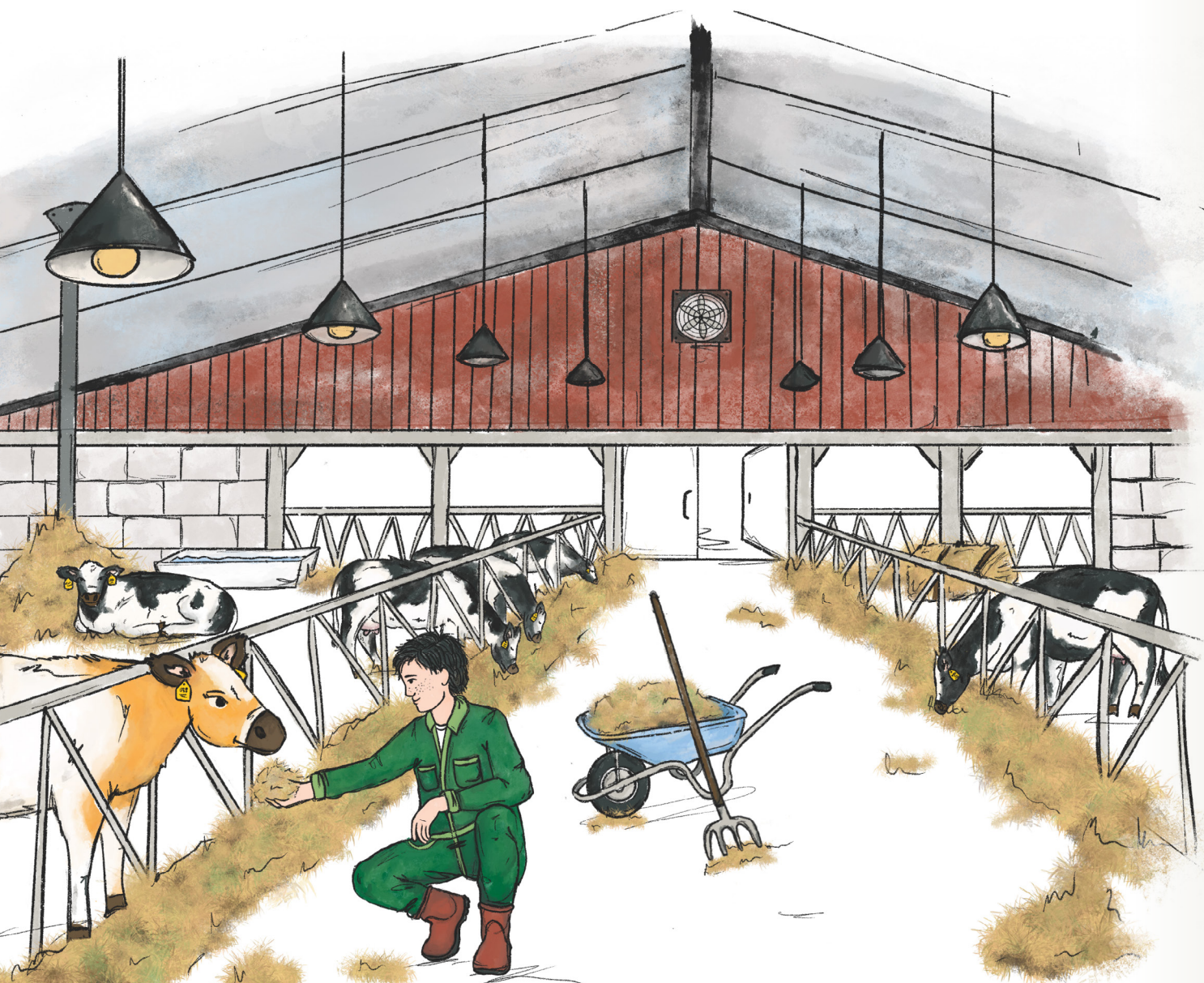


CHAPTER ONE

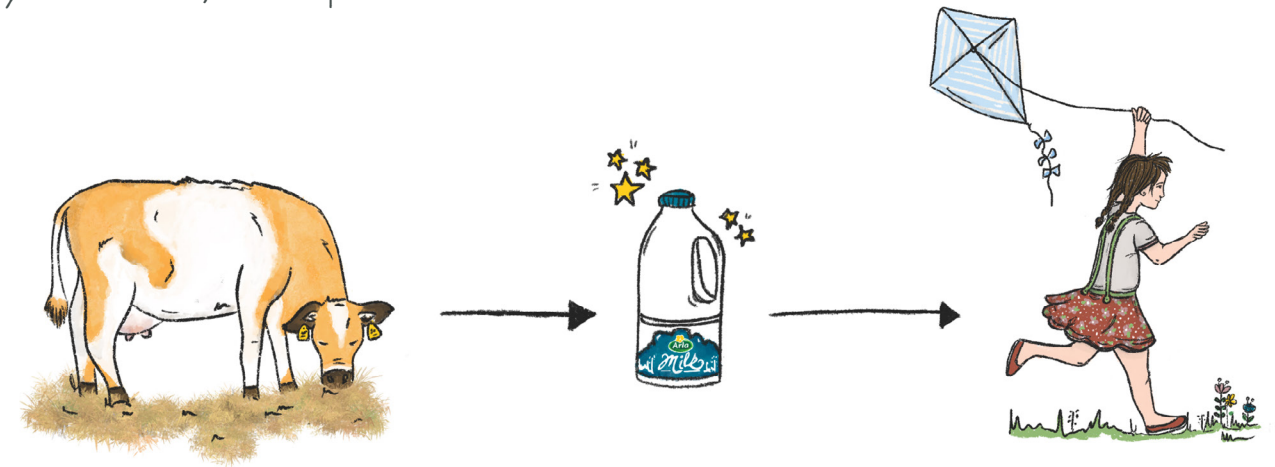
As usual, Jelly is curious and has lots of questions for Jonny.

JELLY, RAISING HER EYEBROW: "So, Jonny, what's for breakfast today? Let me guess."

JONNY, LOOKING A LITTLE RESIGNED: "Well, Jelly – funnily enough, it's the same as yesterday. And the day before. And the day before that."



JELLY, GRINNING: "Hmm, thought so! I don't want to sound ungrateful Jonny but is there any chance maybe we could have something different one day? You know, mix it up a bit?"

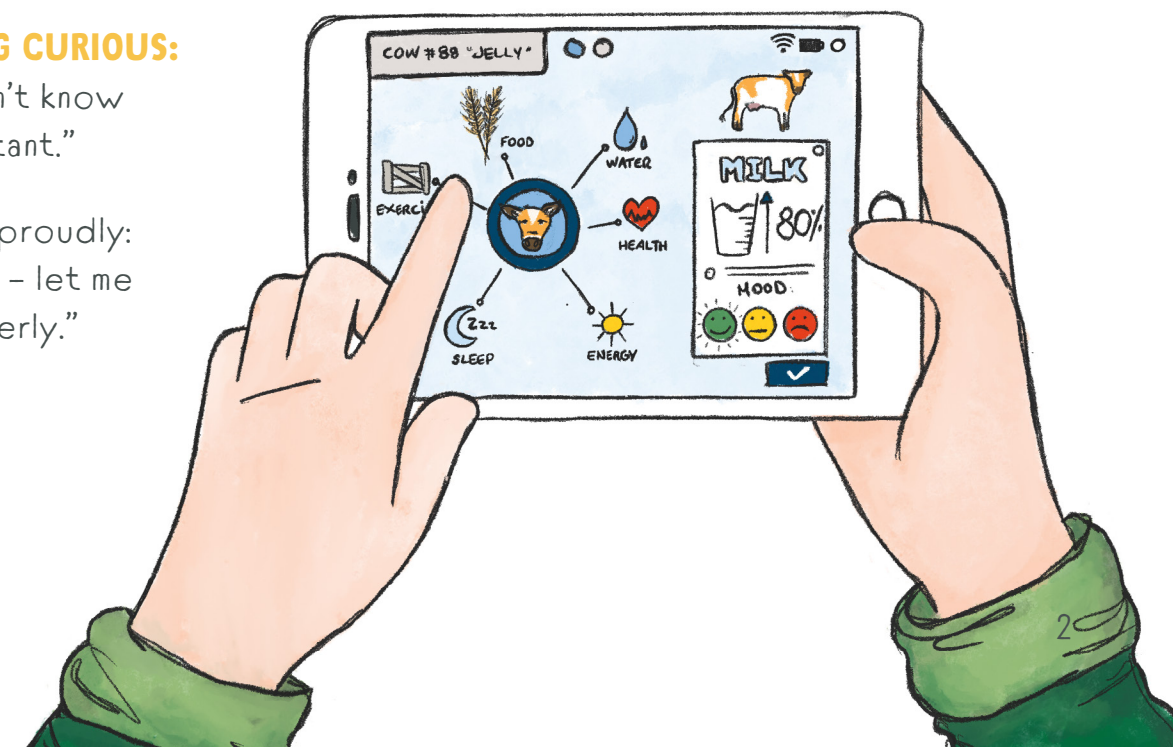


JONNY LAUGHS: "Mix it up? That's exactly what we do Jelly. Everything you eat is very carefully planned and mixed into one perfect package because what you eat makes a big difference to the milk you produce. A lot of the things we do here on the farm are designed to make sure that you're a happy, healthy cow. Because the better we do that, the better the milk, which is good news for all the humans who enjoy it."

JELLY, LOOKING CURIOUS:

"Oh I see, I didn't know it was so important."

Jonny, beaming proudly:
"It really is Jelly – let me show you properly."

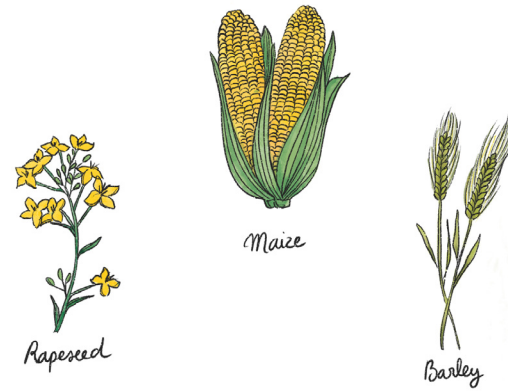


CHAPTER TWO

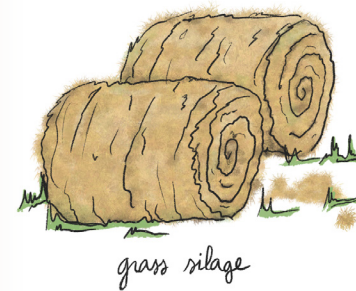
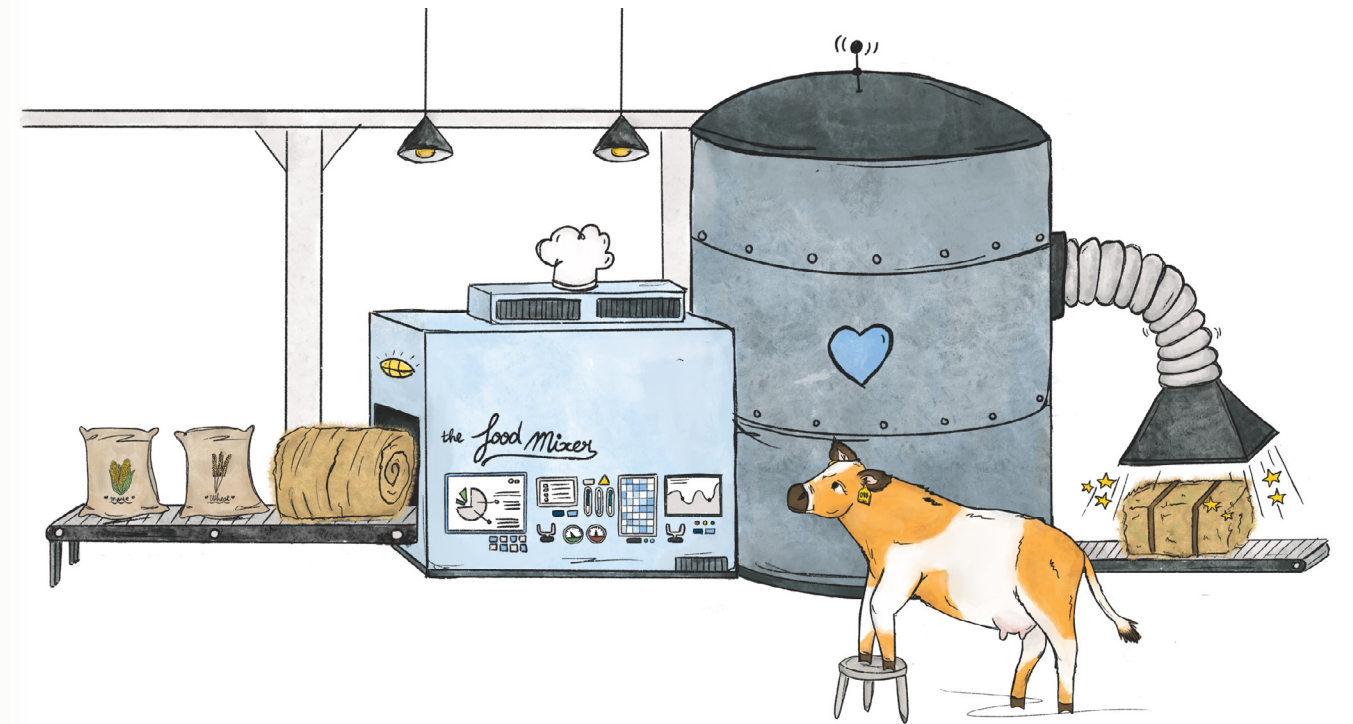
Jonny is pointing at two giant sacks of maize. One of them is open at the top: "Do you recognise this, Jelly?"

JELLY: "Oh yes, Jonny – looks like breakfast to me!"

JONNY, LAUGHING: "Well, yes, it is – or at least some of it. That's a crop called maize, Jelly. We chop it up and store it and then flatten it and stir it up so it's ready to eat. Most of what you eat is grass, but when we combine the grass with the maize it gives you just the right blend of energy and protein. But there's more – we also give you other crops, like rolled wheat or barley, plus another crop called rapeseed and some special stuff called minerals that help strengthen your hooves and teeth."



JELLY: "Wow! Sounds like a meal fit for a cow! But why so many different things?"



JONNY: "Well, as I said Jelly, it's all about getting the right mix because what you eat affects the milk you produce. That's why you eat the same thing every day – if your diet is the same it means that the milk will be the same too and that's really important because milk can help set people up for the day ahead. Talking of which, we need to get moving!"

CHAPTER THREE



Jonny is peering inside the tractor.

JELLY, LOOKING WORRIED:

"You're not leaving me again are you, Jonny?"

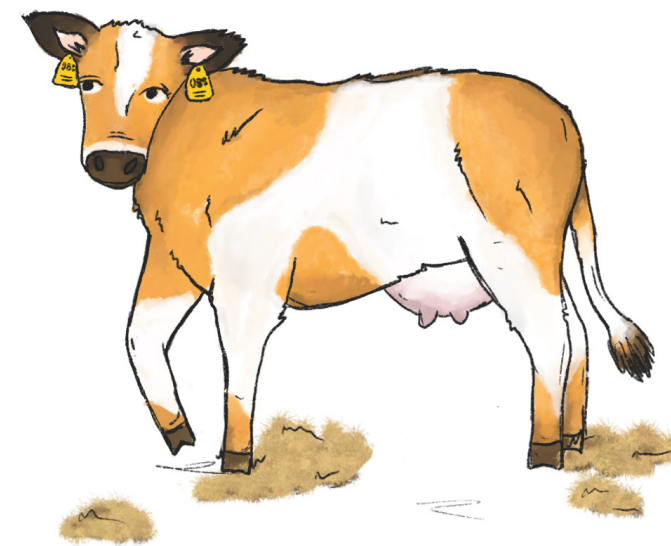
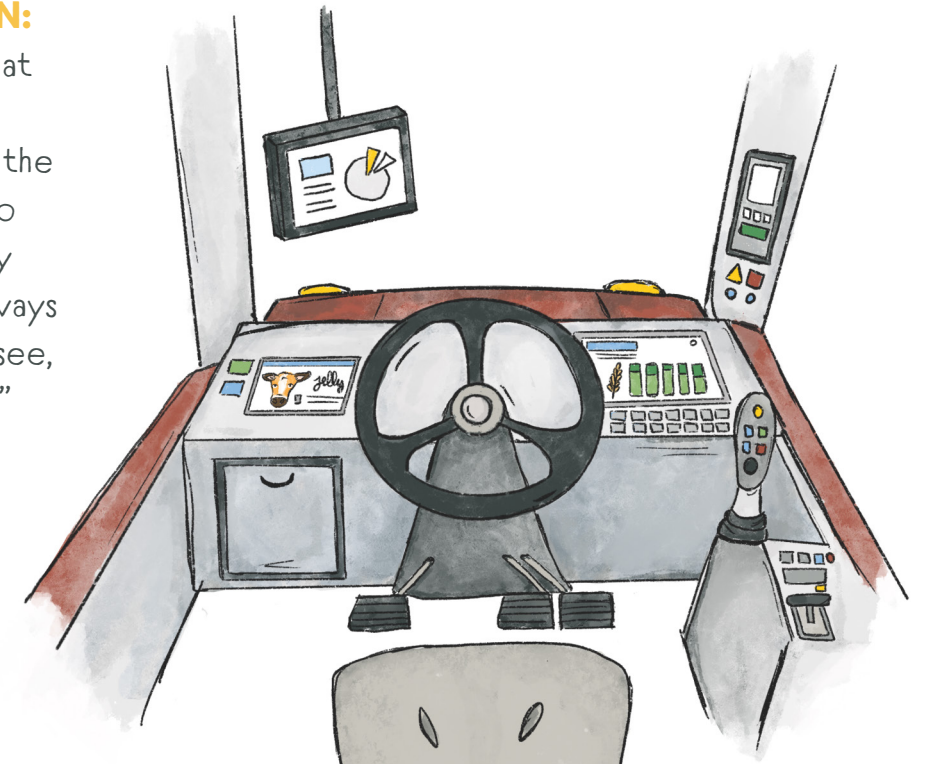
JONNY, LAUGHING: "No, quite the opposite, I'm checking on your latest meal plan."

JELLY: "What? In the tractor?"



JONNY, LAUGHING AGAIN:

"Look closer. Do you see that laptop near the steering wheel? Well, that's part of the computer system helping to control what you eat every day and making sure you always get the right balance. You see, I told you it was important!"



JELLY, LOOKING PROUD: "Are there any pictures of me too?"

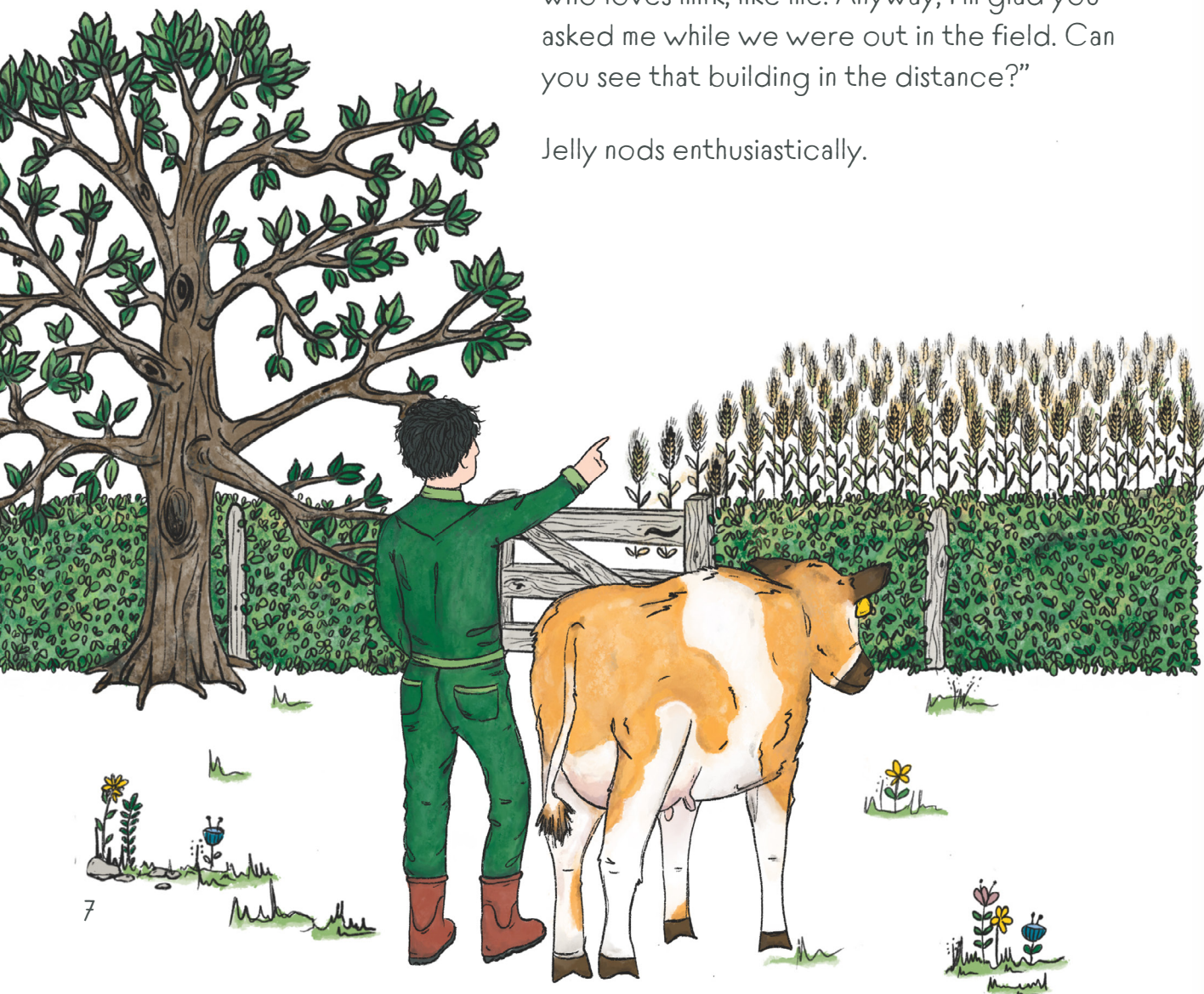
JONNY: "Of course, looking good as ever Jelly. Which reminds me - it's a lovely sunny day so let's get you out in the field for a bit. We can carry on our chat there."

CHAPTER FOUR

JELLY: "So, Jonny, you said that milk can help set people up for the day ahead. But what does that actually mean?"

JONNY: "It's a good question Jelly – it all links back to breakfast. You see, if you're having a tasty breakfast, it means the milk is going to be tasty too which is good news for everyone who loves milk, like me! Anyway, I'm glad you asked me while we were out in the field. Can you see that building in the distance?"

Jelly nods enthusiastically.



JONNY: "Well, that building is the local school. All the children in the area go there and by starting the morning with a bowl of cereal, a glass of milk or some fresh fruit, they're getting some of the goodness they need for a busy day ahead. Maybe they've got an important lesson or exam coming up, or a big football match or swimming competition. You need to keep your strength up for all of that. And it's the same for the teachers too – and the mums and dads when they go to work. It's all about eating well and staying active to get the right balance."



JELLY: "So, milk is a little bit like magic?"

JONNY: "That's right, Jelly. Milk and the things we make from milk are an important part of a healthy and balanced diet for the whole family because they naturally provide something called nutrients – it's just a clever name for the good things that help keep the human body running. One of them is calcium which helps teeth and bones, and there's also other good stuff called vitamins which can help stop people feeling tired. Anyway, it's time for us to get back – looks like the milk tanker has arrived..."

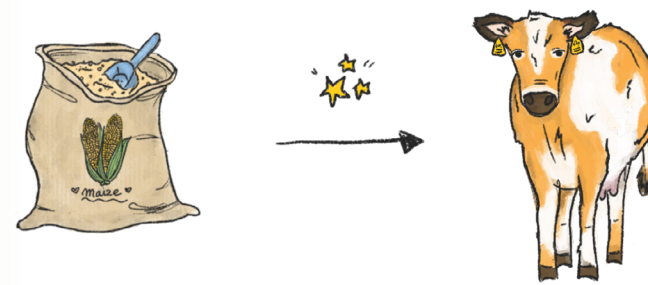


CHAPTER FIVE

JELLY: "Oh, I like this part of the day."

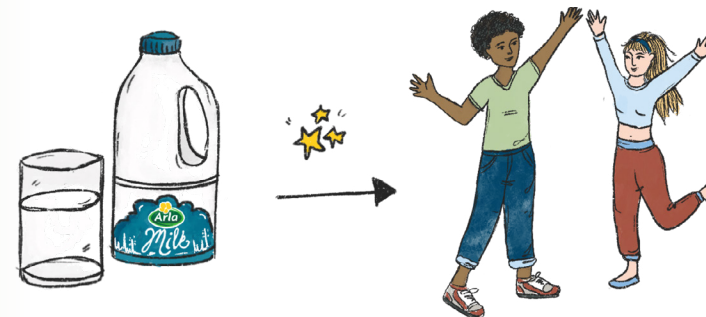
JONNY: "Yes, time to fill the milk tanker up again and then it's off on its way. A bit like humans really."

JELLY: "How do you mean?"



JONNY: "Well, we humans aren't so different from that tanker."

We both need fuel – that tanker needs fuel to get it through the day and it's the same for us humans, big or small.



Milk is a nutritious drink, and all the great vitamins and minerals it gives us are important for children and adults."

JELLY, LAUGHING AGAIN: "What, even you Jonny?"

JONNY, SMILING: "Especially me Jelly! I'm up first thing in the morning to serve your breakfast and then it's non-stop all day long. And I'm not as young as I used to be!"



CHAPTER SIX

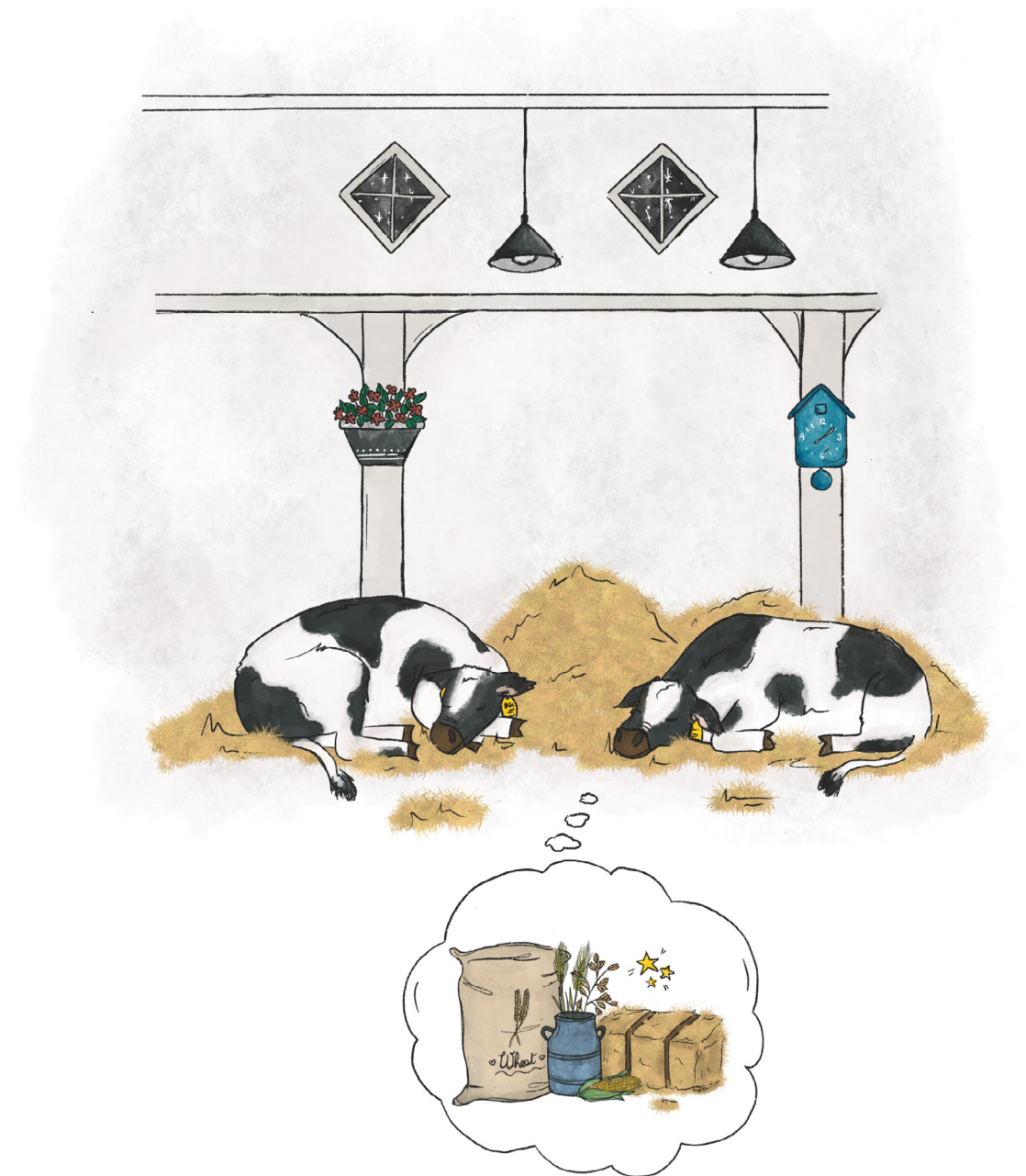
JELLY, READY FOR A LIE DOWN:

"Thanks for a fun day, Jonny!"

JONNY: "Well, we have to look after our superstars, don't we?"

JELLY, BLUSHING: "I did have one last question if that's OK?"

JONNY: "Go on, Jelly - what do you want to know?"



JELLY, LAUGHING: "I just wondered what we were having for breakfast in the morning?"

JONNY, ALSO LAUGHING: "I think we all know the answer to that Jelly!"

THE END.

WHAT'S IN A GLASS OF MILK?

IODINE

which contributes to normal cognitive function.

VITAMIN B2

which contributes to the reduction of tiredness and fatigue.

PROTEIN

which contributes to the growth maintenance of muscle mass

CALCIUM

which supports the maintenance of normal teeth and bones.

POTASSIUM

which contributes to the maintenance of normal blood pressure.

VITAMIN B12

which supports the normal function of the immune system.



Per 100ml milk is a natural source of protein, vitamin B2, vitamin B12, calcium, phosphorus, iodine and potassium. Milk should be consumed as part of a healthy diet and balanced lifestyle.

HOW TO MAKE...

STRAWBERRY ICE LOLLIES

INGREDIENTS FOR 8 LOLLIES:

250g Arla Big Milk

200g Chopped Strawberries

60ml Honey

30ml lemon Juice

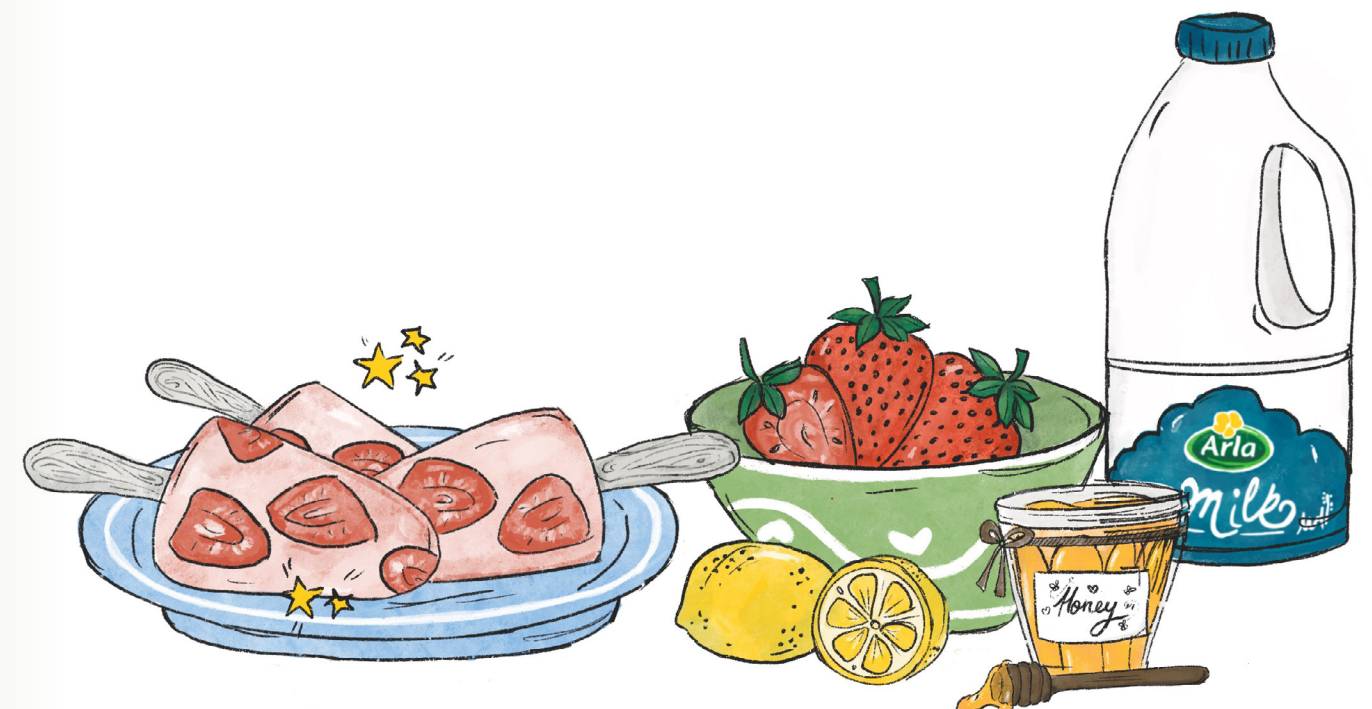
INSTRUCTIONS:

Step 1: Get an adult to help cut the strawberries

Step 2: Pour Arla Big Milk into a jug and add the lemon juice and honey

Step 3: Whisk the ingredients together and add to lolly moulds with the strawberries

Step 4: Put the lollies in the freezer for at least 4 hours then enjoy!





Per 100ml milk is a natural source of protein, vitamin B2, vitamin B12, phosphorus, iodine and potassium.
Milk should be consumed as part of a healthy diet and balanced lifestyle.
Milk contains calcium which supports the maintenance of normal teeth and bones.
Milk is a source of protein which contributes to the growth maintenance of muscle mass.
Milk is a source of vitamin B2 which contributes to the reduction of tiredness and fatigue.
Milk contains vitamin B12 which supports the normal function of the immune system.

For more information visit www.arlafoods.co.uk

