



FOR IMMEDIATE RELEASE
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Prairie Farms Launches a New Option for Organic Milk

Booming Organic Segment Posts Record Sales

CARLINVILLE, Ill. (May 23, 2016) – Consumer demand for organic products is growing at double-digit rates, and Prairie Farms is meeting this demand with the launch of organic milk. The company believes consumers will welcome this option from the farmer-owned cooperative they have known and trusted for over seven decades. Prairie Farms Organic Milk is sourced from farms that are certified organic by the USDA National Organic Program, and are certified by Validus, a leading independent animal welfare auditor.

“We are committed to offering a wide variety of delicious and nutritious dairy products. Our new organic milk complements Prairie Farms’ existing line-up of award winning products that are locally produced, simple, authentic and made with 100% real milk that is free from artificial growth hormones and antibiotics,” said Rebecca Leinenbach, Vice President of Marketing and Communications at Prairie Farms. “Families throughout the Midwest have embraced our brand for over 75 years. When they asked for an organic option, we delivered.”

Prairie Farms is a market leader in the dairy industry. In IRI's latest 12-week report ending April 17th, Prairie Farms is ranked 2nd among brands (excluding private label) in the United States Multi Outlet Data, in the whole, skim and lowfat milk categories.

The product launch was timed to coincide with the May 18th release of the Organic Trade Association’s 2016 Organic Industry Survey. According to the OTA, dairy is the second biggest organic food category and accounts for 15 percent of total organic food sales. Organic dairy sales hit \$6.0 billion in 2015, an increase of over 10 percent from the previous year.

Prairie Farms Organic Milk is offered in three varieties – Whole, Reduced Fat and Fat Free in gallon and half gallon sizes. The packaging graphics use a palette of earth tone water colors to communicate freshness and taste appeal with easy-to-read callouts. The eco-friendly paper cartons deliver great graphic advantages and strong shelf appeal. All varieties can be found in retail outlets throughout the Midwest. For more information, visit: prairiefarms.com/organic



About Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over 600 farm families, 5700 employees, 35 manufacturing plants, over 100 distribution facilities and annual sales of over \$3 billion. Prairie Farms is a nationally recognized leader in the dairy industry and is known for setting the standard for milk flavor innovations and producing award winning milk and dairy products. With headquarters in Carlinville, Ill., Prairie Farms distribution footprint covers over 30 percent of the United States; products are available in grocery chains, mass merchandiser stores, club stores, convenience stores, dollar stores, drug stores, schools, food service outlets and warehouse distribution centers. Prairie Farms charitable giving program, [Our Caps, Your Cause](#), supports a variety of non-profit organizations. Prairiefarms.com

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You Asked. We Delivered.

New Organic Milk

Produced without the use of antibiotics, artificial growth hormones or pesticides