



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION:

Darin Copeland

618-659-5191

dcopeland@prairiefarms.com

Prairie Farms Wants You to Join Our MOOvement

New Campaign Kicks Off on National Farmers Day to Connect Consumers with Dairy Farmers

EDWARDSVILLE, Ill. (October 12, 2018) – Dairy farms across America are going out of business at an alarming rate, and entire communities are feeling the effects of the closures including an eroding tax base for rural communities, struggling churches and schools, and mounting financial debt for dairy farmers. Without a turn-around, many remaining dairy farms face an unknown future and could disappear along with a rural way of life that sustained generations of families.

Kicking off on National Farmers Day, the Prairie Farms [Join Our MOOvement campaign](#) is a grass-roots effort that seeks to reverse these misfortunes by connecting consumers with dairy farmers through the products they produce. The idea is easy to understand: When you choose Prairie Farms, you are supporting hundreds of local dairy farmers while buying the “Best of the Best” dairy products for your family. In addition, the campaign seeks to build on consumer desires to have a clear view of the food they are consuming and where it originates.

“National Farmers Day is the perfect day to thank our dairy farmers for being tireless heroes and champions of agriculture. Launching the Join Our MOOvement campaign is a way to pay tribute to them for their help in feeding America,” said Rebecca Leinenbach, Vice President of Marketing and Communications with Prairie Farms. “Consumers are seeking fresh, authentic and high-quality products which aligns well with the people behind our products – our dairy farm families. We’re asking consumers to Join Our MOOvement because our journey begins on the farm where our families are working hard to care for their cows and the land so Prairie Farms can produce and deliver fresh, wholesome and nutritious dairy products every day of the year.”

By participating in the campaign, not only are consumers pledging to help dairy farmers, but they are also giving back to charities enrolled in Prairie Farms Our Caps, Your Cause program. Each week the top 8 charities, determined by the highest number of votes, will receive 1,000 cap credits – that’s \$50 for each charity. Prairie Farms is committed to making an impact in the communities they serve, and over \$180,000 has been donated to local charities through the program.

Consumers looking to support local dairy farmers can visit the [Join Our MOOvement campaign page](#) and sign a pledge to help dairy farmers and their families by purchasing Prairie Farms products and encouraging others to join. Supporters can then sign up to receive special Prairie Farms product offers, inclusion in the 80 days of prize pack giveaway drawings, and membership in the MOOvement loyalty club with members-only offers. Anyone interested in taking a local dairy farm tour can also register to do so on the page. The multi-year



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campaign will be supported by social media, email blasts, influencer endorsements, earned media and online advertising.

“Our 80th anniversary celebration will continue during the last 80 days of 2018, and we’re aiming to gather 80,000 signatures in support of our dairy farmers,” said Leinenbach. “It’s a lofty goal, but I’m excited to get the multi-year campaign off the ground and running.”



Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over 800 farm families, 6000 employees, 44 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, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., the 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.



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