



**FOR IMMEDIATE RELEASE**

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**Prairie Farms Introduces 6oz Whole Milk Yogurt**

*Rich & Creamy Whole Yogurt Made with Local Milk Coming to Store Shelves*

**EDWARDSVILLE, Ill.** (August 6, 2019) – Prairie Farms Dairy announced today the expansion of its yogurt lineup to include 6oz containers of whole milk yogurt. Consumers can enjoy a rich and creamy whole yogurt made with milk from local dairy farms.

Traditional yogurt holds the top share of sales for the category, and whole milk varieties have gained the most market share in 2019 – a whopping 7.9 percent increase in volume year to date. More U.S. households are recognizing the many health benefits of whole milk yogurt when making their purchasing decisions. Also, consumers want farm-to-table authenticity in their yogurt, which Prairie Farms delivers.

“From our farm to the Prairie Farms local processing plant and on to a grocery store shelf within 48 hours. That’s what we do best,” said Prairie Farms Dairy Farmer, Sid Huls. Sid is a fourth-generation dairy farmer and co-owner of “Udder Hill Dairy” where milk is sourced for the Quincy, Illinois yogurt plant. “We work really hard to keep our cows comfortable so they can make the freshest, high-quality milk that goes into the yogurt.”

Prairie Farms is different from other dairy companies because it owns the farm-to-table cycle. Local farm families provide not only the highest quality milk available but also own the manufacturing facilities where the dairy products are made. This means complete quality control of products from the farm to your table.

Prairie Farms’ new 6oz whole milk yogurts are made with local milk, natural flavors, active cultures, and real fruit. They’re also free of artificial growth hormones, flavors or colors and come in a variety of fun flavors like Café Latte, Salted Caramel, and Lemon. Of course, the traditional berry flavors and vanilla are still available and tastier than ever thanks to the whole milk components.

“Our locally sourced milk makes for rich and creamy yogurt, and I’m sure it will win fans at the grocery store,” said Huls.

Prairie Farms whole milk yogurt is now available in the dairy case at your favorite grocery stores. Consumers can visit our [JoinTheMOOvement](#) page to support local dairy farmers and register to win Prairie Farms Dairy prize packs. To view our full line of products, recipes and awards visit [PrairieFarms.com](#).



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**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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