



FOR IMMEDIATE RELEASE

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“Breakfast on the Farm” brings dairy to life for June Dairy Month

Open dairy farm event invites South Dakota residents to see where local foods are sourced

EDWARDSVILLE, Ill. (June 16, 2021) – June is Dairy Month, an excellent time to showcase the many locally produced foods that are essential to American diets. That’s why Prairie Farms Dairy is partnering with [Ag United / South Dakota Farm Families](#) to supply milk and ice cream shake mix for a June open farm event that strives to educate South Dakota residents about the source of their locally produced foods.

“Breakfast on the Farm” will be held at Royalwood Dairy near Brandon on June 19th. The Ode Family invites families to tour their 380 cow farm and enjoy free pancakes, Prairie Farms milk and shakes between 9am and 1pm CT. The Ode family’s Royalwood Dairy is a source of milk for the Prairie Farms processing plant in Sioux Falls.

“One of the larger consumer events we put together during June Dairy Month is “Breakfast on the Farm” at Royalwood Dairy, said Steve Dick, Executive Director for Ag United / South Dakota Farm Families. “The Ode family has opened up their farm for the past 15 years inviting thousands to come out for a tour so we’re grateful to them that they continue this great open farm event.”

The Ode Family takes great pride in knowing that their milk ends up in school lunchrooms and dinner tables across the Sioux Falls area. During the last event held in 2019, over 2,000 breakfasts were served at “Breakfast on the Farm.” It’s expected that nearly 1,200 cartons of Prairie Farms milk will be served at this year’s event.

“We open our doors for the general consumer to come and see how we care for our cows so that they can see how we get the best quality dairy products for their diet,” said Doug Ode, dairy farmer and owner of Royalwood Dairy.

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest and parts of the South. Elements of the cooperative include more than 800 farm families, 8100 employees, 51 manufacturing plants, over 100 distribution facilities, and annual sales of over \$3 billion. Prairie Farms is a nationally recognized leader in the dairy industry 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, foodservice 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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Ag United / South Dakota Farm Families is a coalition of farm organizations formed with a goal of keeping farms and ranches growing. Coalition members include South Dakota Cattlemen's Association, South Dakota Corn Growers Association, South Dakota Dairy Producers, South Dakota Farm Bureau, South Dakota Pork Producers Council, South Dakota Poultry Industries Association and South Dakota Soybean Association.



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