



**FOR IMMEDIATE RELEASE**

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**Prairie Farms Dairy Kicks Off the Most MOO-velous Month of the Year**

*100% real dairy takes the spotlight. It's time to celebrate!*

**EDWARDSVILLE, Ill. (June 3, 2024)** When the calendar turns to June, that can only mean one thing: it's time to celebrate all things dairy, and Prairie Farms is doing so in a big way with activities throughout the month, including dairy farmer interviews, product launches, refreshed package designs, give-a-ways, and more.

"It's our favorite time of the year because we're celebrating Dairy Month. I want to extend my heartfelt thanks to our dairy farmers, employees, and loyal customers. Their trust and support is the foundation of our success," said Matt McClelland, CEO/EVP of Prairie Farms Dairy. "As a farmer-owned dairy cooperative, our priority is returning value to our dairy farmers, which includes new product introductions. This month, I say 'clear space in the dairy case' for Prairie Farms because we're expanding our portfolio in several categories."

National Dairy Month is a time to honor and celebrate the hard work and passion that goes into making Prairie Farms award-winning, high-quality dairy products and the ideal opportunity to launch new ones. The company is introducing a line of classic natural cheese that includes Cheese Curds, Natural Cheese Spreads, Mini Moon™ Wheels, and a Classic Cheese Sampler, with nine of the ten products carrying the Proudly Wisconsin Cheese® Badge of Honor.

During June, Prairie Farms is expanding its production and distribution of Lactose Free Milk Gallons and Lactose Free Cottage Cheese and Sour Cream in 16-ounce tubs throughout the company's footprint, which covers more than 40% of the United States. This follows a soft launch of the lactose free lineup in April in the St. Louis metro area.

For the first time since 2009, the company is also rolling out new packaging for cottage cheese, sour cream, and dips. The simple artisan look with a "best-in-class" wax seal builds on the success of design elements used on its cream cheese and ice cream packaging. An on-pack QR code links to dynamic video content to enhance customer engagement that covers the farm-to-table journey and other important topics, like cow care and sustainability.

As MOO-velous Dairy Month begins, consumers can enter daily for a chance to win a \$100 dairy prize package with 25 winners each week and one lucky grand prize winner will receive \$1000 cash. The celebration will continue throughout June, with even more to share in the coming days. The hub for all activities is [www.prairiefarms.com/dairymonth](http://www.prairiefarms.com/dairymonth).



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**Prairie Farms Dairy, Inc.** is one of the largest and most successful dairy cooperatives operating in the Midwest and the South. Elements of the cooperative include more than 600 farm families, 7,000 associates, 47 manufacturing plants, 100+ distribution facilities, and annual sales of over \$4.69 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. For more information about our farmers, cheeses, and promotions visit our website at [www.prairiefarms.com](http://www.prairiefarms.com).



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