

Farmland is addressing the Convenience Trend

- Growth Engines –
- Plastic Packaging in Half Pints and Single Serve
- Multipaks



*Addresses Trend
ON THE GO!!*

New Plastic Filling Line

- Loan to Grant Program with DMI
- Single Serve capability from 8 oz to 32 oz
- 8 oz commissioned end of August – fresh
 - On track for 8,000,000 half pints
- 14 & 12oz available end of 2007 – ESL

DMI DAIRY MANAGEMENT INC.™
AMERICAN DAIRY ASSOCIATION® NATIONAL DAIRY COUNCIL® U.S. DAIRY EXPORT COUNCIL®

***THANK YOU,
DMI!!***

ESL is also a Convenience

- Foodservice - has demanded it
- Retailers – introducing now as an option, they realize the value
- Growth in warehouses and club stores has given ESL dominance
- Consumers love the codes!
- ESL is a growth engine for milk



On the Drawing Board

- Organic Milk Products
- Muscle Milk as a Recovery Product
- Milks that address specific nutritional needs
 - CLA, Cholesterol reducing, etc...
- Satiety Milk



Farmland's Keys in New Products

- Quality
- All Natural utilizing the inherent Goodness of Milk
- Good Value to the Consumer
- Meeting and Exceeding the Customer's and Consumer's Needs



2008 Growth Engines



- New Single Serve Products
- New Value Added Milks – all ESL
- Capitalize on the Skim Plus Brand Equity
- Exports – Puerto Rico, etc.
- Market the Nutritional Value of Milk
- Farmland's Customer First Program



Thank You!