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**NEW JERSEY DAIRY WINS NATIONAL AWARD  
FOR ITS ROLE IN NEW SCHOOL MILK PROGRAM**

*Farmland Dairies Named 2008 'Leadership in School Nutrition' Award Grand Prize Winner  
By the National Dairy Council & Dairy Foods Magazine*

**WALLINGTON, NJ (January 21, 2008)** – Farmland Dairies™, the makers of the Special Request™ Skim Plus® line of fortified milk products, the number one selling enhanced milk in the New York Metropolitan area, was named as the grand prize winner of the 2008 Leadership in School Nutrition (LISN) award by Dairy Foods magazine and the National Dairy Council for providing school children with a positive milk-drinking experience across the New York Metropolitan area.

Farmland Dairies was presented with the award and a check for \$5,000, to be used toward future school nutrition efforts. The presentation took place at the School Nutrition Association's Child Nutrition and Industry Conference in Monterey, California.

“We are honored to be recognized by Dairy Foods and the National Dairy Council for our hard work surrounding ‘The New Look of School Milk’ initiative,” said Martin Margherio, chief executive officer of Farmland Dairies. “We look forward to continuing our effort in the hopes of expanding the program into additional school districts and regions as an increase in school milk consumption means a greater nutritional benefit for kids.”

In September of 2007, Farmland Dairies™, in partnership with the American Dairy Association & Dairy Council, unveiled “The New Look of School Milk,” 8 oz single serve plastic bottles in response to research which found that 51 percent of school children said they would choose milk over other beverage options when presented in a plastic bottle. The survey also found that 67 percent of school children said that the milk in the plastic bottle “had a better flavor” than paper cartons with eighty-six percent adding that the plastic bottle was “easier to drink from.” Available at nearly 150 public and private schools throughout New Jersey and New York, the “New Look of School Milk” effort is being made to have a positive impact on health and wellness and to keep kids from drinking sugary fruit and soda drinks. Since its launch, many participating schools have already seen an approximate 20-25% percent increase in milk consumption.

In celebration of the launch of “The New Look of School Milk,” Farmland Dairies, and over 1,300 elementary school children from the Roberts Waters Elementary School in Union City, New Jersey, set a 142 decibel world record by creating “The World’s Loudest Moo.” The event, which was louder than the sound of a plane taking off, garnered national broadcast visibility on CBS’ *The Early Show* as well as feature coverage on *WCBS-TV New York*, *News 12 New Jersey*, *New Jersey Network* and the *Jersey Journal* newspaper. For its participation and support of “The New Look of School Milk” program, the Union City School District was also recognized by LISN.

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Sponsored by the National Dairy Council®, the Leadership in School Nutrition award was introduced in effort to create products and programs that offer children appealing, healthy options, so they “choose wellness.” In support of school wellness goals, the Leadership in School Nutrition Award acknowledges and promotes these partnerships, rewarding those who help to enhance the overall school milk experience.

For more information on Farmland Dairies and its products, please call 1-888-727-6252 or visit [www.farmlanddairies.com](http://www.farmlanddairies.com).

**About Farmland Dairies LLC**

For over 90 years, Farmland Dairies LLC has produced delicious and nutritious fresh and fortified milk products including nationally recognized Special Request™ Skim Plus®. Since 1995, Farmland Dairies’ products have been 100% rBST free and can be found in dairy cases throughout New York, New Jersey, Connecticut, Massachusetts, Rhode Island, Delaware, Virginia, Maryland, Georgia and Florida. Farmland Dairies is also the producer of Welsh Farms, Parmalat and Lil’ Milk dairy products. Farmland Dairies is the largest Hazard Analysis and Critical Control Point (HACCP) certified milk processing plant in the United States. Martin Margherio is the chief executive officer of Farmland Dairies LLC, which has state-of-the-art production facilities in Wallington, New Jersey and Grand Rapids, Michigan. For more information on Farmland Dairies products, please visit [www.farmlanddairies.com](http://www.farmlanddairies.com).

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