



FOR IMMEDIATE RELEASE

Contact: Brian M. Lowe
BML Public Relations
973/337.6395 (Direct)
blowe@bmlpr.com

MOOOO-VE OVER PAPER CARTONS, NEW JERSEY SCHOOLS PREFER THE NEW LOOK OF SCHOOL MILK

*Farmland Dairies Launches New 8oz. Single Serving School Milk Products in Plastic Containers
Following Research Conducted by the National Dairy Council*

WALLINGTON, NJ (September 24, 2007) – 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, in partnership with the American Dairy Association & Dairy Council, unveils “The New Look of School Milk,” 8 oz single serve plastic bottles, available at nearly 110 New Jersey schools serving more than 6.8 million units of milk during this 2007 – 2008 school year.

According to a 2005 survey of more than 308 school-aged children, grades 4 through 12, in four markets, conducted by the National Dairy Council, 51 percent of school children said they would choose milk over other beverage options when the milk was 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 the milk in the paper carton with eighty-six percent of school children adding that the plastic bottle was "easier to drink from."

“Research indicates that kids will drink white or flavored milk sold in a plastic bottle as they believe it is more trendy and cool,” said Martin Margherio, chief executive officer of Farmland Dairies. “As a result of those findings, we have focused our energy on becoming New Jersey’s first processor of single serve milk in plastic bottles to schools. We have deemed our efforts a success as we are the first to market with 8 oz. single serve plastic bottles.”

Farmland Dairies new single serve 8 oz. plastic bottles are available in a number of varieties including whole, fat free, 1 percent lowfat, 2 percent reduced fat, Really, *Really* Good 1 percent lowfat chocolate and Really, *Really* Good 1 percent lowfat strawberry milk. Farmland Dairies “New Look of School Milk” products are made from 100% real cow’s milk and contain no added hormones or antibiotics.

Farmland Dairies is the official milk provider of Wall, [Union City](#), [Toms River](#), [East Brunswick](#), [Closter](#), [Morris](#), [Mt Olive](#), [Randolph](#), [Budd Lake](#), [Sayreville](#) and Gloucester [City](#) school districts as well as numerous private schools throughout New Jersey.

-more-

For more information on Farmland Dairies' "New Look of School Milk" products, please call 1-888-727-6252 or visit 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.

#