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NATIONWIDE SURVEY REVEALS MILK PRODUCTS FREE OF ARTIFICIAL HORMONES AND ANTIBIOTICS TOPS ORGANIC IN THE EYES OF AMERICAN CONSUMERS

Harris Interactive Survey Also Finds Taste To Be An Important Attribute

WALLINGTON, NJ (JUNE 4, 2008) – Farmland Dairies™, the makers of the nationally recognized Special Request™ Skim Plus® line of dairy products, the number one selling fortified milk in the New York Metropolitan area, today released the results of a new nationwide survey revealing that organic milk is not better in the eyes of consumers.

The survey, conducted by Harris Interactive®, found that more than four in five (84 percent) U.S. adult respondents believe that just because a milk product is designated as "organic" does not necessarily make it a better option. Additionally, two in three milk drinkers (67 percent) agree that non-organic milk that is free of artificial hormones and antibiotics is just as healthy as organic milk.

“Selecting milk products that are free of artificial hormones and antibiotics is important to consumers now more than ever,” said Martin Margherio, chief executive officer of Farmland Dairies. “That is why our Special Request Skim Plus line of products is better than organic as they are 100 percent free of artificial hormones and antibiotics, delicious, creamy and fortified with protein, calcium and vitamins essential to good health. It is the only milk product of its kind in America.”

The survey also reveals that most U.S. adult milk drinkers prefer lower fat milk (75 percent), with nearly three in four (72 percent) wishing skim milk did not taste so watered down. When it comes to selecting the type of milk they drink, more than nine in ten milk drinkers (92 percent) say good taste is important or very important.

Special Request Skim Plus® fat free white and chocolate milk products are made from 100 percent real cow’s milk and contain no artificial hormones or antibiotics. Delicious, creamy and fortified in vitamins A and D, Special Request Skim Plus® is 100 percent fat free and contains 37 percent more protein and 34 percent more calcium than whole milk. Additionally, Special Request Skim Plus® products are an excellent source of phosphorus and Vitamin B2 for strong bones and energy.

For more information on Farmland Dairies products, please call 1-888-727-6252 or visit us online at 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 percent rBST free and can be found in dairy cases throughout New York, New Jersey, Pennsylvania, 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. An industry leader in food safety, 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 call 1-888-727-6252 or visit www.farmlanddairies.com.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

About the Survey

This Milk survey was conducted online within the United States by Harris Interactive on behalf of Farmland Dairies LLC among 2,128 adults ages 18+, of whom, 1,903 drink milk. This online survey is not based on a probability sample and therefore no estimates of theoretical sampling error can be calculated. For complete methodology, including weighting variables, please contact Brian M. Lowe at 973-415-8344 or via e-mail at blowe@bmlcommunications.com.

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Additional Survey Findings

- Nearly nine in ten U.S. adults (89%) drink milk. Most milk drinkers prefer low fat milk (53%), and just over one in ten (12%) drink organic milk. Additionally, about three in ten (29%) drink skim milk, but nearly three in four (72%) wish it didn't taste so watered down.
- When it comes to selecting the type of milk they drink, more than nine in ten milk drinkers (92%) say good taste is important or very important, and three in five (61%) say taste is *very important*.
- Only about one in five milk drinkers (21%) say it is important or very important that the type of milk they drink is organic. Instead, milk drinkers are much more likely to look for milk that is free of artificial hormones (45%) and/or antibiotics (45%).
- In fact, two in three milk drinkers (67%) agree that non-organic milk that is free of artificial hormones and antibiotics is as healthy as organic milk, and more than four in five (84%) think just because a product is designated as "organic" doesn't necessarily make it a better product.