



100% GRASS-FED  
DAIRY SALES  
*Growing*  
QUICKER  
THAN GRASS

PRODUCED BY  
**Progressive  
GROCER**

Shoppers are looking for Grass-fed Dairy



**4 in 5**  
Natural and Organic Consumers purchase grass-fed products.<sup>2</sup>

Shoppers care about the health benefits of 100% grass-fed dairy

Contains **147%** MORE OMEGA-3 than conventional whole milk.<sup>1</sup>



Contains **125%** MORE CLA than conventional whole milk.<sup>1</sup>

100% grass-fed is the fastest growing organic segment - experiencing

**34%** sales growth over the past two years.<sup>3</sup>

Organic Valley is the leading retail brand of 100% grass-fed organic dairy in the U.S.



Organic Valley's portfolio includes Grassmilk<sup>®</sup> milk, cheese, yogurt, and half & half.

1. Published in the Journal of Food Science and Nutrition, February 2018. Based on data from a 3-year study of 1,100+ Grassmilk samples collected from 2014-2016. You can read the study here: <http://onlinelibrary.wiley.com/doi/10.1002/fsn3.610/full>  
2. Market LOHAS 2017 Health & Natural Consumer Survey  
3. SPINS 52 weeks ending 12/31/17

**ABOUT ORGANIC VALLEY**

Organic Valley is America's largest cooperative of organic farmers and one of the nation's leading organic brands. Organized in 1988, it represents more than 2,000 farmers in 35 U.S. states, Canada, Australia and the United Kingdom. Focused on its founding mission of saving family farms through organic farming, Organic Valley produces a wide range of organic dairy, egg and produce products. With its regional model, milk is produced, bottled and distributed right in the region where it is farmed to ensure fewer miles from farm to table and to support our local economies. For further information visit [www.organicvalley.coop](http://www.organicvalley.coop).