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Bob Kirchoff
CEO



Organic Valley

Organic Marketing Cooperative

- Dairy, Meat, Eggs, Produce, Feedstuffs
- Founded 1988
- Brick and mortar facilities in WI, OR, MN
- 91 co-packers/processing partners
- Over 1,400 SKUs
- \$1.1 billion in sales and nationwide distribution

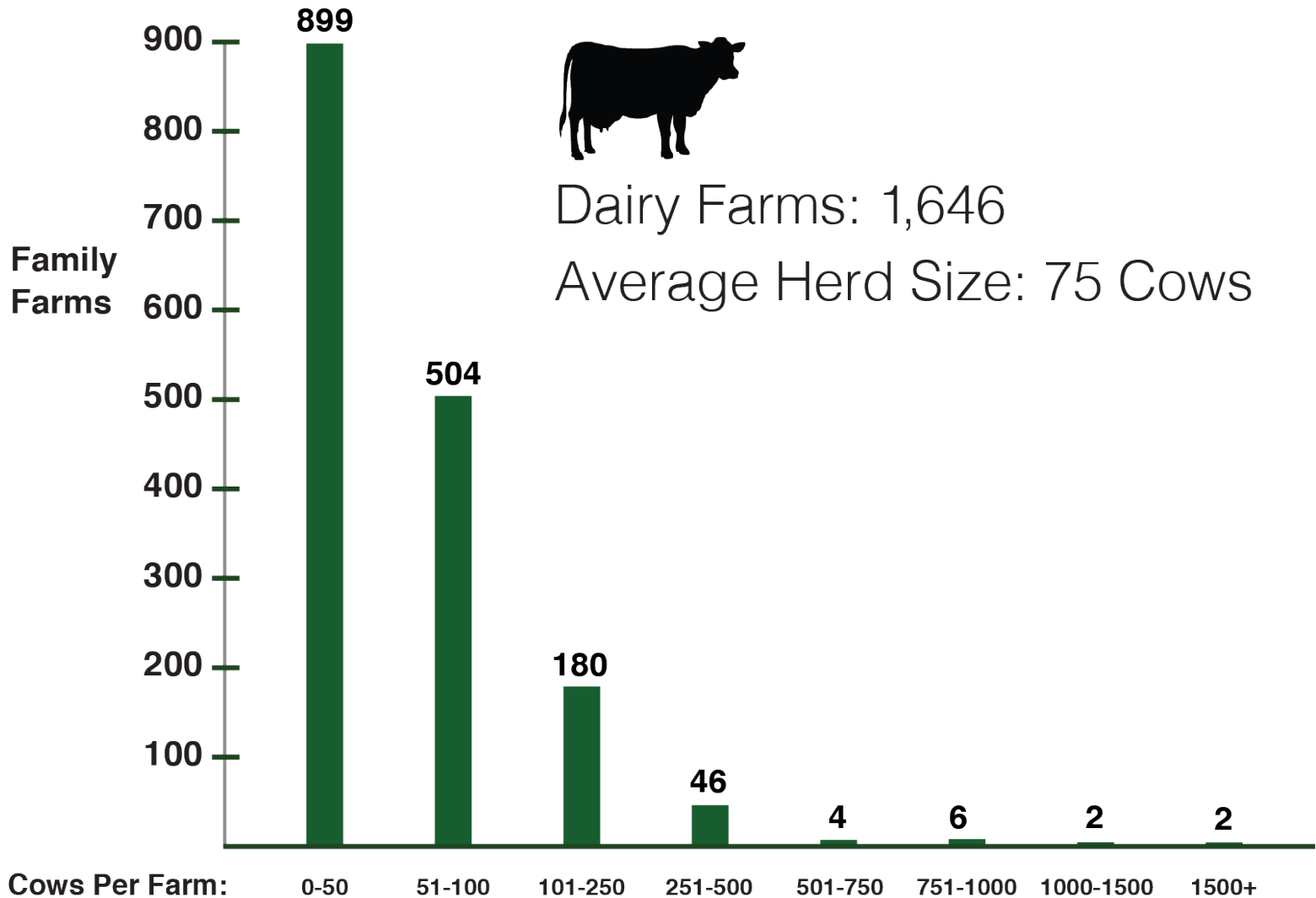


1,654 Dairy Farm Families



CROPP COOPERATIVE
organic and farmer-owned since 1988

Organic Valley Dairy Herd Sizes



Dairy Challenges



Organic Opportunities

negative press
around dairy production & consumption

consumer confusion
on organic label claims

undifferentiated & not motivating
innovation & growth on non-dairy alt.

delivering on promise for
authenticity and transparency

moving beyond functional benefits to
the **emotional connection**

drive innovation
to excite consumers with flavor and
form

Positioning Organic Valley for the Future

- Business fundamentals
- Continuous organic improvement
- Consumer focus
- Enhanced claims
- Product innovation



Enhanced Claims: Certified Grass-Fed Organic Dairy



Certified Grass-Fed Organic Dairy Grassmilk



Product Innovation

Ultra – 2019 Release



Organic dairy has been and continues to be a staple category



got loyalty?

Commitment To Our Consumers



Organic Dairy **HH Penetration**
+3pts v YA (33%)

Consistent **buyer repeat >60%**
in light of negative press

Increasing **nutritional, functional, and ethical** focus



We Are...

- Committed to organic and dairy
- Committed to our farmer-members
- Committed to offering consumers exciting and innovative food choices

