

# Organic Valley 2009 Factsheet

## **Media contact:**

Eric Davis, Haberman

[eric@modernstorytellers.com](mailto:eric@modernstorytellers.com)

612-372-6465

## **Organic Valley 2009 Highlights**

*Cooperative Giving:* In 2009 the cooperative donated \$1.3 million in cash and product to 601 different groups.

*Supplying Schools:* Organic Valley became the official milk supplier for the 28,000-student Boulder Valley School District. The milk is bottled and delivered by Sinton Dairy, a producer of premium dairy products based in Colorado Springs.

*Saving Energy:* Organic Valley's Farmer Renewable Energy Program helped to secure for its members more than \$120,000 in grants for on-farm renewable energy projects. In addition, the cooperative installed solar trackers at its headquarters in La Farge, Wisc.

*Measuring Impact:* Organic Valley developed the first online calculator that shows consumers the toxic burden prevented by their choices of organic vs. non-organic and "natural" foods. The calculator is available at [www.organicvalley.coop](http://www.organicvalley.coop).

*Attracting Investors:* The cooperative sold \$8.2 million in Class E preferred stock in 2009.

*Growing Presence:* Organic Valley increased its presence in the southeast by adding a new southeast region farmer coordinator to meet the growing demand for local, organic milk in the region. Organic Valley milk products are the first locally produced, organic milk available in the southeast.

*Greener Cows:* Organic Valley farmers participated in Stonyfield Farm's Greener Cow Project. Changing the diet of cows helps reduce cow burps, a contributor to global warming, while increasing the nutritional value of organic milk.

*Pouring it On:* Organic Valley began selling into grocers its new 32 oz live, organic, lowfat yogurt in a bottle. The multi-use, "live" organic yogurt contains THRIVE™—Organic Valley's unique blend of billions of "good" probiotic cultures that boost digestive and immune systems, and are beneficial to overall health. The plain, vanilla and berry flavors will be available at retail in early 2010.

*Buttering Up:* Organic Valley's European Style Cultured Butter and Pasture Butter won prestigious national awards at the 2009 American Cheese Society Annual Judging & Competition, and at the 2009 World Dairy Expo. Pasture Butter is a limited edition, rich and nutritious butter made from the milk of organic cows that enjoy grazing on the nutrient-rich, dense, green pastures at the height of the grazing season from May through September. Pasture Butter provides higher levels of antioxidants, CLA (conjugated linoleic acid), and Omega-3 and -6 fatty acids, which, according to the Healing Foods Pyramid, University of Michigan at Ann Arbor, can help reduce inflammation, and show promise in reducing our risk for heart disease, high blood pressure, diabetes, and even cancer.

## Organic Valley 2009 Sales Figures and Facts

- **Organic Valley Sales:** \$520 million
- **Number of U.S. farmers:** 2.2 million\*
- **Number of U.S. organic farmers:** 18,211\*
- **Number of Organic Valley farmers:** 1,652 as of December 2009
- **Percentage of U.S. organic farmers in Organic Valley cooperative:** approximately 9%
- **Organic Valley farmers by region:** **California:** 15; **Pacific Northwest** (WA, OR, ID): 63; **Rocky Mountains** (CO, UT, NM, WY): 7; **Central** (IA, IL, IN, KS, MN, MO, ND, NE, SD, TX, WI, Manitoba): 911; **Great Lakes** (OH, MI, Ontario): 204; **Southeast** (FL, KY, NC, TN, VA): 31; **Northeast** (NY, PA, MD): 244; **New England** (MA, ME, NH, VT): 177
- **Organic Valley farmers by type or “pool”:** Some farmers produce for more than one pool. **Dairy:** 1335; **Egg:** 78; **Produce:** 171; **Beef:** 197; **Pork:** 24; **Poultry:** 2; **Juice:** one cooperative made up of 15 members; **Soy:** one cooperative made up of 12 members; **Growers:** 27
- **Organic Valley new farmers by pool:** **Dairy:** 353, **Egg:** 3, **Produce:** 46, **Beef:** 5, **Pork:** 2, **Growers:** 10
- **Average Age of U.S. farmers:** 57.1\*
- **Average Age of Organic Valley farmers:** 44
- **Organic Valley Average Dairy Farmer Pay Price per Hundredweight:** \$28.27 as of November 2009
- **Conventional Average Dairy Farmer Pay Price per Hundredweight:** \$12.35

Source: 2007 USDA Census of Agriculture

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