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**Organic Valley Rings in the New Year - and Increased
Sales -
with "Organic Rising" Promotion**
*First Quarter 2010 Retail Campaign Promotes Healthy Breakfast for a
Healthy Planet
and Supports Organic Research*

LA FARGE, Wis. – *September 23, 2009* – To ring in the decade on a healthy note, Organic Valley is offering its retailer partners “Organic Rising,” an in-store campaign featuring national media, a contest, and prizes to generate increased sales of delicious organic breakfast products from the farmer-owned cooperative. Organic Rising's message encourages consumers to begin a new year and a new day with a wholesome, organic breakfast. The chance to win exciting prizes, save money, and trigger a donation to the Rodale Institute will enhance sales of Organic Valley products and drive home the point that eating organic is good for the body and the planet.

Organic Rising to Boost Sales of Organic Valley Products

Organic Valley has designed a wide array of bold and informative promotional materials to ensure that Organic Rising is a friendly wake-up call to shoppers at the shelf. The campaign is supported with national consumer advertising, online educational content and public relations. Thanks to the health and environmental benefits of Organic Valley's products, Organic Rising will not only generate additional sales, it will enhance each retailer's image as a sustainability leader by identifying them on the program's web site.

Besides an eye-catching in-store presence, Organic Rising inspires consumers to start their year off right with tear-off pads of coupons offering a \$2 savings on any two Organic Valley products. More valuable coupons are available online.



Consumers Can Enter to Win Trek Bicycles and Support the Rodale Institute

Organic Rising's promotional materials will direct consumers to www.OrganicRising.com where they can enter a contest to win prizes complementing the healthy choices they make when purchasing Organic Valley's delicious products. Organic Valley will award free subscriptions to *Organic Gardening* magazine; five prizes of a year of free Organic Valley breakfast products; and three grand prizes of a Trek bicycle.

Each entrant in the Organic Rising contest also triggers a \$1 donation to the Rodale Institute, which will add up to thousands of dollars for organic health and environmental research. Consumers like to know that by supporting products and retailers they believe in, they are also making the world a better place – and this belief reflects back on the stores who carry Organic Valley products.

Retailers interested in more information about participating in Organic Rising can contact their Organic Valley Regional Sales Manager for details, or order in-store materials online at www.organicvalley.coop/promos before November 27, 2009, while supplies last.

Organic Valley Family of Farms: Independent and Farmer-Owned

Organic Valley is America's largest cooperative of organic farmers and is one of the nation's leading organic brands. Organized in 1988, it represents 1,333 farmers in 32 states and one Canadian province, and achieved \$527.8 million in 2008 sales. Focused on its founding mission of saving family farms through organic farming, Organic Valley produces a variety of organic foods, including organic milk, soy, cheese, butter, spreads, creams, eggs, produce and juice, which are sold in supermarkets, natural foods stores and food cooperatives nationwide. The same farmers who produce for Organic Valley also produce a full range of delicious organic meat under the Organic Prairie Family of Farms label. For further information, call 1-888-444-MILK or visit www.organicvalley.coop, www.organicprairie.coop and the cooperative's farmer website, www.farmers.coop. Organic Valley is also on Twitter www.twitter.com/organic_valley and Facebook www.facebook.com/pages/Organic-Valley/20674850824.