

Organic Juice fresh from our family farms!



ORGANIC VALLEY



Family of Farms

Organic Juice

New Look. Spectacular Sweet Taste!



Independent, ORGANIC and FARMER-OWNED since 1988.



FLORIDA'S ORGANIC JOY!

Organic Valley organic juice continues to drive the growth of the category in natural foods, up 16% from last year vs category growth of 6%*.

- Our Pulp Free OJ, Calcium Added and Grapefruit Juice are the **best sellers** in the Natural Foods category
- Sensational taste-tempting new packages
- Great for your customers and for Florida's environment
- From family farms

*SPINScan 52 weeks ending 4/17/04



We think it's a simple truth. The earth's most delicious, most healthful foods are made when farmers work in harmony with nature.

Since our beginning in 1988, we have remained true to the simple and the delicious. We never spray our trees with synthetic pesticides or fertilizers, leaving the fruit free to drink up nature's pure waters and minerals, from blossom to harvest. That's how this spectacular sweet fruit is born. From the groundwater up. There's joy in juice again. One sip, and you'll know how sweet it is!

We have reinvigorated America's love for family-farm products, and rekindled the love of farming, thanks to your support!

The **best-tasting** juice available anywhere!



Organic Ultra Pasteurized 64 oz.

UPC 093966

Calcium Added: 00078 8

Pulp Added: 00079 5

Without Pulp: 00080 1

Grapefruit: 00077 1

Unit: 3.75L x 3.75W x 9.38H

Case: 12.00L x 8.00W x 9.75H

Wt. 28 lbs Cube .54 Pallet 16 ti x 5 hi



Organic Valley Family of Farms

One Organic Way La Farge WI 54639 888 444 MILK www.organicvalley.coop