

PRESS RELEASE

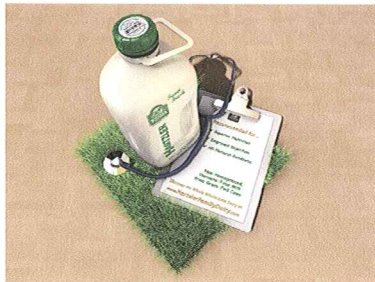
For immediate release: July 5, 2010

Contact: Tiffany Abend, Hartzler Dairy Marketing, 330-345-8190

Photo attached

Local Dairy Milks 3D Craze!

Natural Milk has Eye-Popping Health Benefits



Hartzler Family Dairy, located in Wooster, Ohio, is milking the latest 3D craze in an effort to educate consumers on the health benefits of natural milk. As part of a broader marketing campaign, the locally-owned, family dairy has installed eye-popping 3D floor graphics in local grocery stores that, when viewed from up the aisle, seem to feature a towering glass bottle of Hartzler Milk.

According to John Merriman, Hartzler's general manager, the intention is to attract a whole new type of consumer to their natural milk and dairy products.

"We've been around a long time and our consumer base has traditionally been folks who grew up with natural milk and love the clean, fresh taste and the nostalgia of our glass milk bottles, or people who believe in buying local. But over the last few years we started hearing from people who sought us out looking for a healthier milk choice."

According to Merriman, today's health-conscience consumers are looking for milk produced from grass-fed, pasture-raised cows, which has higher levels of nutrients and CLA, an acid that helps prevent cancer. Hartzler's Holstein cows graze on pasture during warm-weather months, and in winter consume pesticide and herbicide-free hays, grasses and silage grown on Hartzler's own farms. In addition, they are never given artificial hormones, which could easily make their way into the milk supply and into consumers' bodies.

Recently, the Hartzler family decided to investigate further the health benefits of their milk, which is non-homogenized and gently pasteurized. Teaming up with area physicians and

digging deep into the research, the health story unfolded further.

“We’ve never homogenized our milk because it’s only done to give milk a smooth consistency,” Merriman said. “In fact, it actually destroys the milk, breaking down milkfat molecules and changing its natural structure. We were never sure how this affected the healthfulness of the milk, but deep down we knew *natura*/had to be better.”

What they discovered is that unadulterated milkfat – or cream - is necessary to carry milk’s nutrients through the digestive system to the body. Similarly, heating milk to high temperatures required for standard and ultra-pasteurization, destroys enzymes. Hartzler’s uses a low-temperature, small-vat pasteurization process to destroy harmful bacteria but leave enzymes intact to assimilate nutrients like lactase and calcium into the body. In fact, Hartzler’s is the *only dairy in Ohio* to do this.

According to Merriman, introducing the whole wholesome story to today’s more health-conscious consumer is both challenging and exciting.

“Changing the way people think isn’t easy,” Merriman says. “We hope to catch their attention with things that ‘wow,’ like the 3D graphic, so we can ultimately help lead them to a healthier lifestyle – and that’s the real wow factor!”

You can find Hartzler Milk at select Buehler’s, Acme, Heinen’s, Giant Eagle and individually-owned grocers. For a full list and more information, visit www.hartzlerfamilydairy.com.