

## Dairymen's new milk makes national debut

KNOXVILLE — The national announcement of the name and package design of Dairymen's new unrefrigerated milk was made this week in Knoxville.

The "Farm Best" name and the milk's innovative packaging were unveiled by Dairymen's vice president of market development, J. Lawrence Johnson, at a press conference overlooking the 1982

World's Fair grounds.

"After months of research, we selected Farm Best as our product's name," said Johnson, "because it represents what our milk is: fresh Grade A fluid milk. It's the same milk consumers are used to drinking in new package."

The package, a rectangular carton, is called a Ready-Pack.

The Ready-Pack, combined with special processing that retains the milk's flavor and freshness, give the milk a shelf life of up to three months. There are no preservatives in Farm Best.

The Ready-Pack is made of five layers including three of plastic, one of aluminum foil and one of paper.

The unrefrigerated milk is being hailed as a major dairy product innovation. For the first time, it makes milk convenient for consumers to store.

The Fair's vice president of corporate involvement, George Siler, took part in the press conference and heralded the new product as being representative of the unique and unusual slated for presentation at the Fair.

"We are proud Dairymen has chosen to unveil Farm Best at the Fair," he commented.

Farm Best is available in white milk (whole and lowfat) lowfat chocolate in quarts; and in a variety of five lowfat flavor in half-pint packages called Sip Ups.

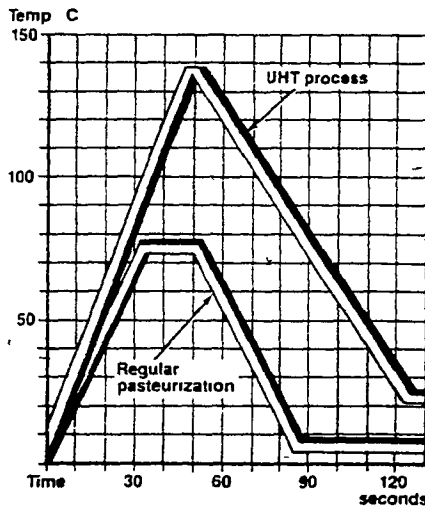
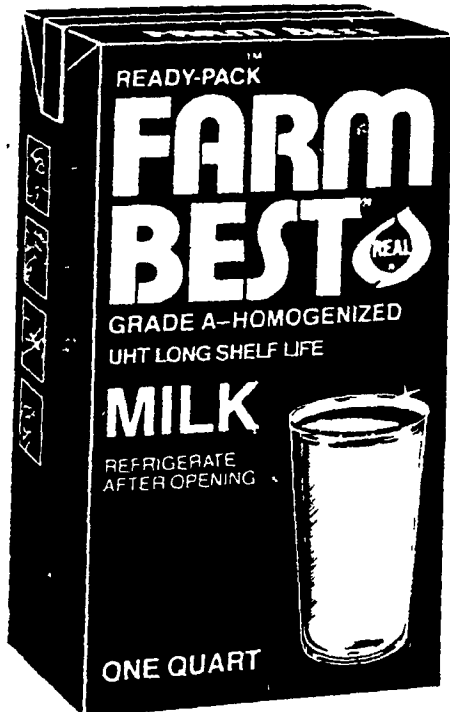
When the Fair opens May 1, fairgoers will be the first to sample the new milk which will be available at the Dairymen exhibit. The exhibit, covering 3,000 square feet, is in the Technology and Lifestyle Center.

Johnson also unveiled Dairymen's plans for the exhibit, which will have as its focal point a theater with continuous stage shows. The shows will be performed by five animated life-like computerized robots and will in-

clude and audio-visual presentation.

Dairymen is the official supplier of the Fair's milk, ice cream and other dairy products. The new unrefrigerated milk will be processed and packaged in a plant under construction in Savannah, Georgia. Completion date for the plant is scheduled for April 1.

A regional milk marketing cooperative, Dairymen was founded in 1968 and is headquartered in Louisville, Kentucky. It is owned and operated by approximately 8,000 dairy farmer-members, who live in 17 eastern and southeastern states.



### What is Grade A UHT processed milk?

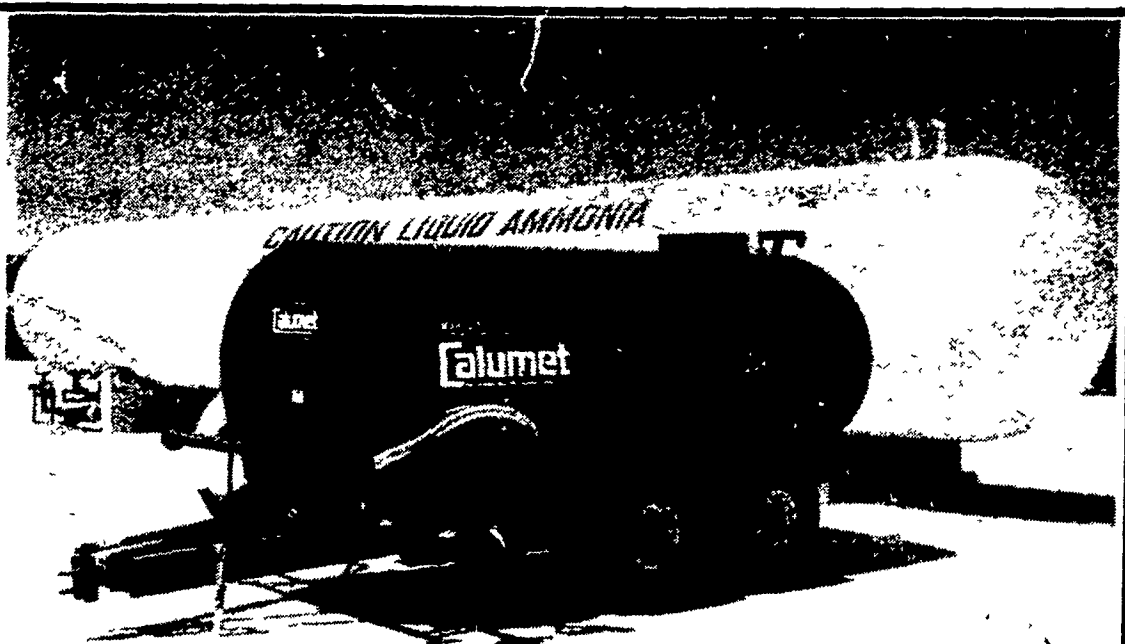
UHT processed milk is long life milk that does not need refrigeration. It is...

- Grade A milk processed in a Grade A plant
- Heated to about 280 degrees F (138 degrees C) for a few seconds
- Cooled to about 70 degrees F (20 degrees C)
- Handled aseptically (without bacterial contamination)
- Put into hermetically sealable packages (protects against light, air and entry of bacteria)
- Can be stored without refrigeration up to 3 months.

What are some of the advantages of UHT processed milk?

UHT processed milk is convenient, portable, guaranteed in quality and can be taken wherever people want it. Some advantages of this new product are...

- Guaranteed quality
- Convenient - once a week shopping
- Energy saver
- Can be stored without refrigeration
- Less risk of running out of milk
- Available in a variety of flavors (nutritional snack)
- Easy to stack and store
- Uses refrigerator space efficiently (milk cooled as needed)
- Ideal for vending machines and self-serve markets
- Convenient and adaptable to food service markets - schools, nursing homes, institutions, etc.

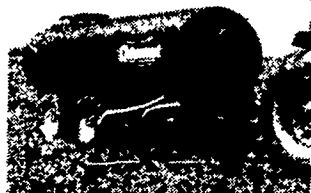


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