

## Farmers' Own Milk a hit with customers

**Tuesday, 18 February 2014:** Woolworths has today announced that the trial of Farmers' Own milk produced in the Manning Valley has been an enormous success and that this great product will now be available in 105 stores across New South Wales.

This means that Woolworths is directly linking more than 2.5 million Woolworths customers with committed and innovative dairy farmers from the Manning Valley of New South Wales and milk straight from their farms.

In a first for Woolworths milk, the supermarket is working directly with the farmers. After a highly successful trial period, the Manning Valley farmers will now have greater access to this huge customer base for their product.

The milk is permeate free and is available in three varieties; full cream and reduced fat homogenised milk and full cream unhomogenised milk with the cream on top. It truly is the farmers' own milk, just how they like it.

The trial has run for since October 2013 and Woolworths has seen strong sales, particularly in the Manning Valley stores.

Woolworths Head of Trade, Tony De Thomasis, said the experience has proven to be great for the farmers, great for Woolworths, but most importantly great for customers.

"We are extremely pleased about how well our customers have received Farmers' Own milk. We know they appreciate a great local product.

"The three varieties have sold very strongly and the return of unhomogenised milk with the cream on top has been a hit. They love the great tasting, fresh milk with a richer, fuller flavour.

Manning Valley dairy farmer, Tim Bale, said: "We're delighted that this trial has gone so well and that now we'll be able to deliver our fresh, great tasting milk into a huge market through 105 Woolworths stores.

"We know that customers want farmers to get a fair price for their produce and our direct relationship with Woolworths is delivering that," said Mr Bale.

The relationship gives the farmers end-to-end transparency from shed to shelf, a longer term contract and a closer relationship with their customers.

For further information please contact the **Woolworths Press Office** on 02 8885 1033