

Milk just like the farmers like it comes to Victoria

Friday, 5 December 2014: Woolworths has announced that it has introduced Farmers' Own milk, sourced directly from dairy farms in the Otways region, across its 240 stores in Victoria.

Farmers' Own is fresh Victorian milk from local farms made available to Woolworths customers in Victoria.

Woolworths buys Farmers' Own milk directly from farmers rather than through a processor. The milk is better tasting with a richer, fuller flavour.

Victoria is the third state to roll out the highly successful Farmers' Own brand, following a trial with NSW Manning Valley dairy farmers led to it being sold across that state. The milk is now also available across Western Australia from farms in the Margaret River region.

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

Woolworths General Manager of Fresh Food, Ziggy Kwarcinski, said the product has proven to be great for farmers, great for Woolworths, but most importantly great for customers.

"We are extremely pleased how customers in New South Wales and Western Australia have embraced Farmers' Own. We know Victorians will love a fresh, local product grown right here in Victoria and available across the state..

"The choice of three varieties means customers can enjoy full cream, low fat or unhomogenised milk with the cream on top which will bring back great memories for many Victorians," he said.

Dairy farmer, David Tanis, said, "Working directly with Woolworths means we're that much closer to our customers and that's a great opportunity for us. To bring the milk from farm to such a big market across Victoria was something too good to pass up."

"As farmers we want to see a fair price for our milk. Customers in Woolworths want to see farmers getting a fair go as well. Our direct relationship from farm to retailer gives us what we need, gives customers a chance to pay a better price back to farmers and best of all puts a great milk on the shelves," said Mr Tanis.

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.

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