



FPO



ROOTS

The logo for Country Fresh features the words "Country" and "Fresh" in a blue, cursive font. A small yellow sun icon is positioned above the letter "y" in "Country".

Country
Fresh

The logo for Dean's is written in a blue, cursive font. Below the word "Dean's" is the text "SINCE 1923" in a smaller, blue, sans-serif font. The entire logo is set against a white background with a blue swoosh underneath.

Dean's
SINCE 1923



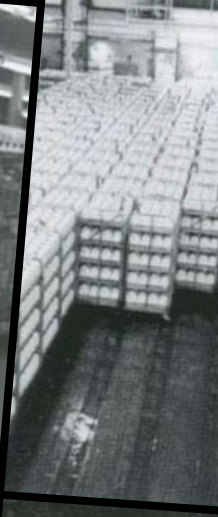
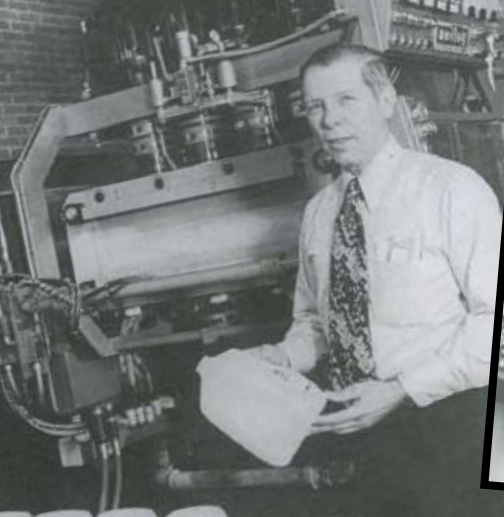
Designer: Karen Dabish
Copywriter: Michael Miller

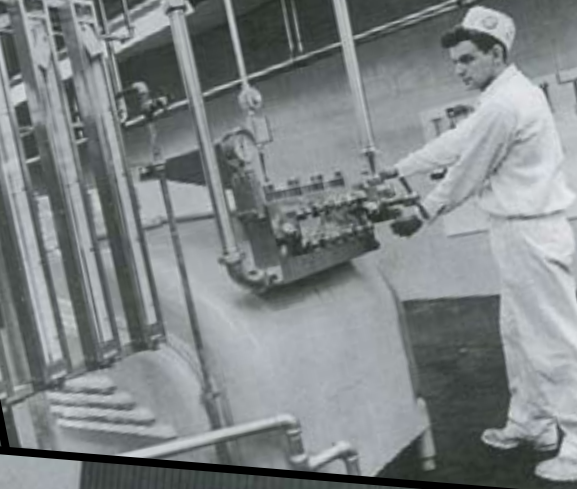
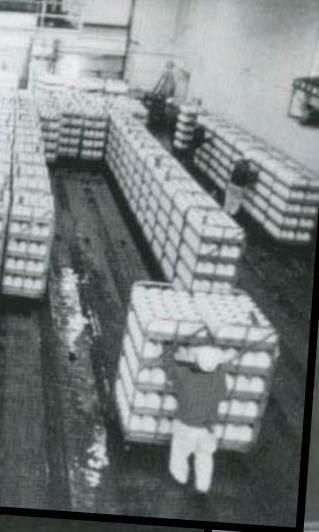
To our Country Fresh vendors,

There's only one thing that keeps people coming back to your store to buy Country Fresh products. It's not some fancy display (although I still think building a milk jug pyramid is the way to go.). It's not bright lighting or free samples (not a bad idea though). In all seriousness, it's you. By simply choosing to put our product on your shelves, customers can experience the quality we put into every container. Without you, we wouldn't be anywhere. Literally. So I just want to take this moment to say "thanks". We'll keep making the best dairy products in Michigan.

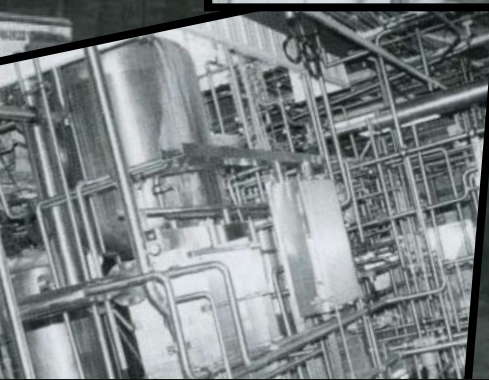
Sincerely,

Jerry Shannon
General Manager
Country Fresh, Livonia





COMPANY



HISTORY



the Country Fresh story begins in 1946 - - - - -



The first known portrait of a Grocer's Dairy Board of Directors from 1967.

Left to right, top row:

George C. Cope General Mgr.; Richard

Feldpausch, Hastings;

John McGuire, Paw Paw;

Ralph White, Allegan; Ron

DeYoung, Grand Rapids.

Bottom row:

Abel Casemier,

Spring Lake, Secty. Treas.; L.V.

Eberhard, Grand Rapids; Sid DeVries, Grandville; Peter

Harkema, Byron Center. Not shown: Robert Leppink, Belding.

HISTORY

The Country Fresh story begins in 1946. Times were beginning to change after the end of World War II. Supermarkets were making grocery shopping less of a routine and more of an experience. When folks wanted milk, they now paid the checkout girl instead of the milkman. But while most people loved the new shopping choices, independent retailers didn't think these markets were so "super". They were losing money to these giants, which is why they responded with a few resources of their own.

Grocer L.V. Eberhard and Pure Pak salesman George Cope teamed up to start a new co-op dairy in Grand Rapids, which was a gutsy move considering the fact that there were forty milk processors already operating in the area. But at the same time, this wasn't merely two guys with just a cow and a dream. Eberhard and Cope were backed by numerous independent retailers who would be co-owners of the new company. This setup had all the benefits of milk supply stabilization and provided a return on their investment. It also provided a built-in outlet for the dairy's products, and made sales numbers more consistent. Eberhard and Cope had come up with an idea whose time had come. It wasn't a surprise though, as you'd expect a couple of smart cookies to go well with milk.

We're quite proud of what we've accomplished over the past 60 years. But it's just the beginning, as we look forward to another 60 years of serving Michigan and the nearby areas with quality dairy products.



Over the next several decades, business grew and Country Fresh established themselves as innovators and leaders in the industry.

- 1952 Innovative Pure Pak half-gallon milk carton is introduced.
- 1954 One of the first dairies in Michigan to pick up milk from farm bulk tanks.
- 1964 The highly efficient system of delivering and merchandising milk from wheeled carts (a.k.a. bossys) is conceived by Country Fresh.
- 1970 High speed pasteurizing equipment & automatic casing and stacking equipment were both added, the first gallons of milk in plastic were introduced, and the product line expanded to include custard style & frozen yogurts.
- 1980 The new corporate name of Country Fresh, Inc. was introduced.
- 1982 The new Embest subsidiary in Livonia was activated. In addition, co-founder George Cope retires and is replaced by Delton Parks.
- 1983 The processing of orange juice made from concentrate begins
- 1984 Ernest is introduced to TV viewers to enhance our brand awareness.
- 1986 We CARE program of direct communication with employees, customers and consumers is introduced. The McDonald Dairy Company of Flint is acquired.
- 1990 The Burger Dairy Company is acquired, bottled water is added to the product list, and Country Fresh celebrates its 50th anniversary.
- Today Country Fresh, Dean Foods and Land O'Lakes partnership.**

FAMILY

from our home to yours -----



FPO

FAMILY

The Country Fresh, Land-O-Lakes and Dean Foods partnership goes far beyond a mere business agreement. It's more like a big, heaping scoop of Neapolitan ice cream—three delicious flavors that perfectly compliment one another (hey, we're dairy people...what kind of analogy did you expect?) Our family of companies works well together because we share a passion for selling the best possible dairy products. And the fresh, quality products that bring this family together are the same ones that bring you and your customers families together at the dinner table.

Speaking of family, when it comes to our employees no one is more like family to us. (OK, except for our actual families. Sorry, honey.) It's easy to build relationships when everyone is working towards the same goal of creating quality dairy. In addition, not only do our workers put their best into every product we sell, but they also give us honest feedback like any real family would. They utilize the We CARE program of direct communication to let us know what can help make Country Fresh a better company.



Country Fresh™

FRENCH ONION DIP

Country Churn™
Smooth & Silky
Light ICE CREAM

BUTTER PECAN

HALF GALLON (1.89 L)

Country Fresh™

NONFAT SOUR CREAM
16 Oz (453g)

RASPBERRY LOW FAT YOGURT
Pre-Stirred

LAND O' LAKES™

VANILLA

Country Fresh™

RASPBERRY LOW FAT YOGURT

Country Fresh™

BLACK CHERRY
ICE CREAM ENRICHED IN CHERRY ICE CREAM

Country Fresh™

Excellent Source of Calcium!

LARGE CURD

Dean's Dairy



PRODUCTS

it takes 100 pounds of milk to make 15 pounds of cottage cheese



SAY CHEESE

Spruce up any fruit or salad (or fruit salad) with some Country Fresh Cottage Cheese. Available in 3.5%, 2% Reduced Fat, 1% Low-Fat, Probiotics, and Fat-Free varieties. Sizes include 12 oz. and 24 oz. cartons.

2% Reduced Fat

1% Low-Fat

Probiotics

Fat-Free





Excellent Source of Calcium!

Country Fresh

milk Chug

VITAMIN D MILK

Excellent Source of Calcium!

Country Fresh

milk Chug

7% REDUCED FAT MILK
7% LESS FAT THAN REGULAR MILK
VITAMIN A&D • 2% MILKFAT

PINT (473 ml)

Excellent Source of Calcium!

Country Fresh

milk Chug

FAT FREE SKIM MILK
VITAMIN A&D

PINT (473 ml)

Excellent Source of Calcium!

Country Fresh

milk Chug

DUTCH CHOCOLATE MILK
PINT (473 ml)

Excellent Source of Calcium!

Country Fresh

milk Chug

LOW FAT CHOCOLATE MILK
VITAMIN A&D
PINT (473 ml)



MOO

Milk contains casein: a protein that cleanses burning tastes buds after eating hot, spicy foods

We've been providing wholesome milk to Michigan families for over 60 years, and we're just getting started. Choose from Skim, Whole, 1/2%, 1%, 2% Reduced Fat and Chocolate, all available in half gallon and one gallon sizes.

Skim

Whole

1/2%

2% Reduced Fat

Chocolate



Eating yogurt helps with ones complexion - - - - -





YOGURT

Contains active cultures (not passive, like other lazy yogurts), which helps aid in digestion. Any spoon would be lucky to dip into one of our delicious flavors. And do you know what's even luckier? Your mouth. Available Low-fat and fat-free varieties, in 6 oz., 8 oz. and 32 oz. containers.

Plain, Peach, Strawberry, Raspberry, Vanilla
Low-fat and Fat-free





*VANILLA is Americas
favorite ice cream flavor*



ICE CREAM

It doesn't come from Arctic cows. Just from workers who love providing you with 30 delicious flavors to choose from. And we have the perfect size to fit your needs—from pints to three-gallon tubs.

pints to three-gallon tubs.





**CountryTM
Fresh**

GRADE A
**SOUR
CREAM**

16 Oz (453g)

Nutri
Serving Size
Serving Per
Amount Per
Calories

Total Fat
Saturated
Cholesterol
Sodium
Total Carb
Dietary
Sugars
Protein

Percent Daily
Values are
based on a
diet of
fresh air

SOUR CREAM

Turn any plain potato or tame taco into something quite exciting. Just add a little Country Fresh sour cream and enjoy.



DIPS

If you've got a plain vegetable or chip, that's a good start. Now find a perfect finish...Country Fresh Dips. Choose from four fresh flavors, including Ranch, Vegetable, French Onion and Lowfat French Onion.

Ranch
Vegetable
French Onion
Lowfat French Onion





ORANGE JUICE

We're not sure who started the tradition of drinking it for breakfast, but we think Country Fresh Orange Juice is great any time. Like right now. With 100% Vitamin C in every glass, being healthy has never tasted sweeter. Available in Half-Gallon and Gallon sizes.

Half-Gallon

Gallon



Belvidere, IL
Dean Foods (novelties, ice cream)
Phone: (815) 544-2105

Chemung, IL
Dean Foods (milk, cream, dips, juice/
drinks, yogurt, sour cream, non-dairy
creamer, half & half, soft-serve ice
cream mix, buttermilk, eggnog, fresh
whipped cream)
Phone: (815) 943-5441

Huntley, IL
Dean Foods (milk, juice/drinks)
Phone: (847) 669-5123

O'Fallon, IL
Pet Dairy (cottage cheese, cream
cheese, dips, milk, juice/drinks, sour
cream buttermilk, eggnog, half & half)
Phone: (618) 632-6381

Rockford, IL
Dean Foods (cottage cheese, cream,
dips, sour cream)
Phone: (815) 962-0647

Huntington, IN
Schenkel's All Star Dairy (milk, juice/
drinks, eggnog, half & half)
Phone: (260) 356-4225

Rochester, IN
Dean Foods (juice/drinks, milk,
cottage cheese, buttermilk)
Phone: (574) 223-2141

Detroit, MI
Melody Farms (ice cream)
Phone: (313) 568-5100

Evart, MI
Liberty Dairy (juice/drinks, cream,
milk, eggnog, half & half, fresh
whipped cream)
Phone: (231) 734-5592

Flint, MI
Country Fresh (cream, milk, juice/
drinks, soft-serve ice cream mix,
eggnog,
fresh whipped cream, half & half,
buttermilk)
Phone: (810) 232-9193

Grand Rapids, MI
Country Fresh (milk, frozen des-
serts, ice cream, juice/drinks,
sherbet, sour cream, water,
yogurt, dips, cream, cottage
cheese, buttermilk, eggnog)
Phone: (616) 243-0173

Livonia, MI
Country Fresh (sherbet, frozen
desserts, ice cream, juice/drinks,
sorbet, milk, cream, half & half,
buttermilk)
Phone: (734) 261-7980

Thief River Falls, MN

Land O'Lakes (milk, cream, buttermilk, half & half, soft-serve ice cream mix,

fresh whipped cream, eggnog)

Phone: (218) 681-3146

Woodbury, MN

Land O'Lakes (cream, milk, juice/drinks, fresh whipped cream, eggnog, buttermilk, half & half)

Phone: (651) 730-2100

Bismarck, ND

Land O'Lakes (cream, milk, buttermilk, fresh whipped cream, eggnog, half & half)

Phone: (701) 223-3180

Sioux Falls, SD

Land O'Lakes (milk, cream, juice/drinks, eggnog)

Phone: (800) 658-3096

Richland Center, WI

Morningstar Foods

Phone: (608) 647-6369

Sheboygan, WI

Verifine Dairy Products (milk, juice/drinks, eggnog)

Phone: (920) 457-7733



Take Home the Dairy Best!
www.enjoycountryfresh.com



Healthy Foods, Healthy Families.
www.deanfoods.com



Where Simple Goodness Begins.®
www.landolakes.com