

Chuck Turner Turner Dairy Farms





Turner Dairy Farms
09-2023

Turner Dairy Farms
Exhibit MIG-Turner - 12A



Google Earth

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CHOCOLATE CARAMEL

Turner's has been partnering with retailers to make the milk case a shopping destination with Limited Edition Flavors.

Since 2014, we have seen our flavored milk category grow by more than 33% as a result.

Chocolate Caramel has notes of rich and buttery flavors and is available now for a limited time.





THE NEW “NORMAL”

OPPORTUNITIES & CHALLENGES FOR MILK IN 2022

February 17, 2022 Webinar

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Long Term Projection Scenarios

Q. What Needs to Happen to Bring Category to Growth?

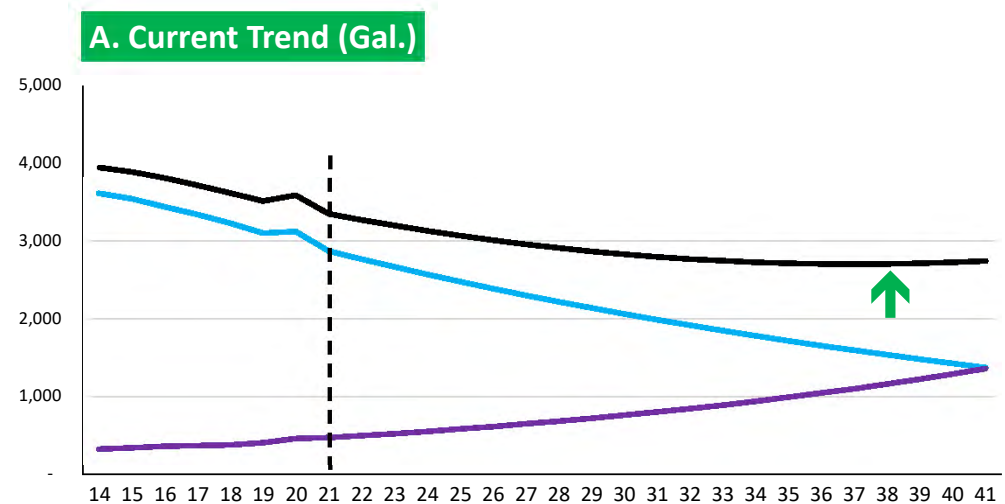
Use recent 5 yr. trends and project them to continue. The category as a whole will not report growth until 2038.

We used these trends to project:

- Gallons (shown on the right)
- Dollars
- Various different growth scenarios

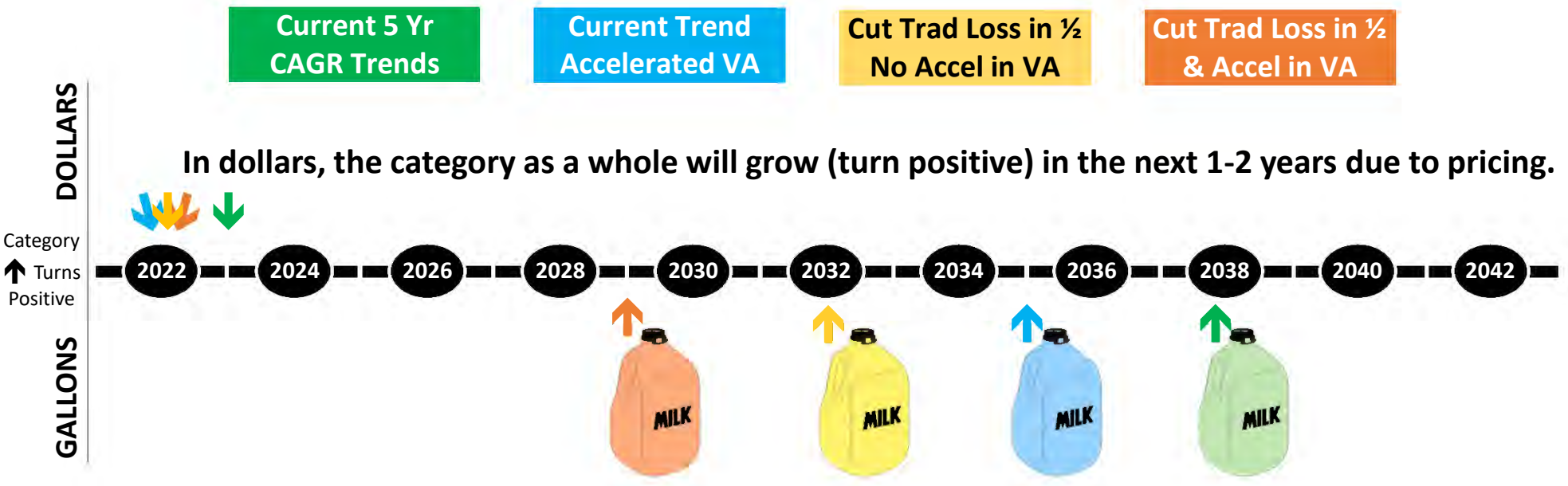
- A. Current Trends continue**
- B. Accelerate VA**
- C. Cut Traditional Loss in Half**
- D. Both B + C**

— Total Category
 — Traditional Milk
 — Value Added Milk



Bottom Line: We Need BOTH Segments for Category Health.

Milk Category Can Not Win With Only 1 of the 2 Changes



Gallons turn positive as early as 2029 if both VA accelerates and Traditional loss is cut in half.

Turner's®