

GRÄNDE[®]

MILK MARKETING, LLC

Minnesota-Wisconsin Dairy
Policy Conference

April 6, 2010



GRANDE'S MISSION



*"... is to build, through outstanding performance
of value-added strategies,
a world-class dairy products trademark
that generates the profits and capital necessary
to reinvest in the future and
the continuing process of fulfilling
the commitments of our Culture."*

John Cardela



GRANDE'S CULTURE



*"... is based on pride in professional excellence,
respect for the rights of Associates,
a commitment to strengthen
the financial security of all dedicated Associates
and the fulfillment of
a purpose greater than ourselves."*

John Cardela

Producer Information and Services Mission Statement

To be the preferred market of innovative producer dairies with an attitude and the passion to be considered among the most sustainable dairies in the nation, thereby ensuring a quality, producer based milk supply adding value to the Grande brand.

A Fundamental of the Grande Business Model

- A Dedicated Milk Supply
 - Attitude is KEY
 - A Sustainable Operation - Competitive advantage
 - Quality (SCC) milk is a bed rock of quality cheese
 - Addresses Animal Welfare: FARM
 - Addresses Food Security Issues: Survey Score
 - Addresses Business Structure and Succession

How do we use the word DEDICATED?

- A long term relationship with,
- Alignment of the mutual success needed,
- To Support “go to Market” Partnership.

Value Added Market for Your Milk

Dr. Andy Johnson
Herd Health and Wellness Veterinarian

- Intake Scheduling
- Management Information
- MMAP/5 Star Program (FARM)
- Cow Comfort/Sustainability
- Risk Management Program
 - On Farm HACCP

**A world-class
Brand/Trademark**



Requires Unique Staff

- Able to meet the various challenges of agricultural farm operations seeking a satisfactory lifestyle for owners, employees and neighbors.
 - » Cow health/Animal Welfare
 - » Technology / Sustainability
 - » Environmental and Site Regulations
 - » Management Information

The World has Changed

- The industry/farm/ consumer all move faster
- And with resources and sophistication not associated with “rural America” historically.
- We need to adjust our thinking and resources.

In The Information Age

How Long is a YEAR?

How time flies..... A year can be less than 4 days based on milk per day.

	Pounds / Day	Pounds / Month	Pounds/ Year
1990 Average	2,000	60,000	720,000
Larger 2010	200,000	6,000,000	72,000,000
Really large	400,000	12,000,000	144,000,000

What is a year using milk volume as the definition of a year?

3.6 Days For a Larger Farm

1.8 Days to be a "year" in 1992 size farms.

GRÄNIDE®

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