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Organic Valley expands product portfolio with new family first milk line

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Organic ValleyÂ â?? America's largest organic farmer-owned dairy cooperative â?? announced the expansion of its fluid milk portfolio with Organic ValleyÂ®Â Family Firstâ?¢. New Organic Valley Family First milk has all the goodness of the standard 12 essential nutrients in Organic Valley milks, with added DHA Omega 3 to support brain health. This new milk is meant to be enjoyed by milk lovers of all ages and comes from pasture-raised cows on Organic Valley's small family farms.



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According to a 2019Â study published by the National Institute of Health, Americans in all age groups did not meet the recommended daily intake of Omega 3s to meet nutritional needs based on U.S. Dietary Guidelines for Americans. And, recent insights uncovered by Organic Valley show that families are in search of a milk that meets the varying nutritional needs of their families.Â The new Family First organic milk line from Organic Valley provides 50 mg of DHA Omega 3 per serving to help provide a solution to this problem.

"Our new Organic Valley Family First milk tastes just as fresh and delicious as our other organic milks, with the added benefits of DHA Omega 3," said Jaclyn Cardin, Organic Valley chief brand officer. "And so, we couldn't be more excited to bring our new Family First milk to store shelves nationwide and offer families a great-tasting option from our co-op that provides quality nutrition for the whole family."

Like all Organic Valley milk, Family First comes fromÂ happy, healthy cowsÂ on the cooperative's farms and is produced without antibiotics, synthetic hormones, toxic pesticides, or GMO's. Consumers can feel good knowing that when they choose Organic Valley â?? including the new Family First milk â?? they are purchasing organic milk from small organic family farms and helpingÂ protect where your food comes from.

Organic Valley Family First milk can be enjoyed as a delicious, hydrating beverage to support everyday nutrition. Additionally, it can be used for cooking and baking just like other Organic Valley milks. Family First milk will begin appearing on retailer shelves nationwide beginning this month, available in Whole and Reduced Fat 2%, 64-ounce (half gallon) cartons for a suggested retail price of $5.99-$6.99.