



Contact:

Lauren Cameron
303-951-2570
lcameron@linhartpr.com

Horizon Organic[®] Increases Pay Price For Family Farmers

Temporary price adjustment helps address rising feed costs and market conditions

BROOMFIELD, Colo., (Jan. 23, 2012) – Based on market conditions, including the increased demand for organic milk and increasing feed costs, Horizon Organic[®] today announced a short-term pay price increase and extension to its more than 600 family farmers.

Effective Feb. 1, Horizon is adding a \$2 pay price increase per hundred pounds of milk (hundredweight or cwt) for its farmers nationwide. This represents an increase from the current temporary pay price adjustment that was put in place last fall.

“Horizon is committed to the long term health and sustainability of the organic dairy industry and the more than 600 family farmers with whom we partner, and we know these are difficult times for them,” said Ronald D. Schnur, vice president of Horizon dairy supply and operations. “We will continue to keep a careful eye on the economy as well as supply and demand in the marketplace so we can take any other necessary actions and do what’s best for family farmers, consumers and the organic milk category.”

Horizon adjusts its pay price to ensure the most sustainable livelihood possible for its organic dairy farmers and the overall organic dairy industry. In addition to remaining competitive with pay price, Horizon also continues to pay added bonuses to farmers who meet high quality standards. In fact, Horizon pays the highest quality bonuses in the country.

About Horizon Organic

Horizon believes the choice for a healthy family and a healthy planet should be an easy one. Horizon offers a delicious variety of certified organic dairy products to satisfy a broad range of consumer needs. Horizon’s commitment to a healthier planet includes offsetting the energy used to produce its products with clean, renewable wind power. Horizon works with over 600 active and transitioning family farmers across the U.S. Founded in 1991, Horizon was a pioneer in the organic industry, the first company to supply organic milk nationally, and remains committed to providing great-tasting dairy products that make it easy for moms to provide nutritious options for her kids. For more information about Horizon’s organic dairy products, visit www.horizondairy.com.

##