



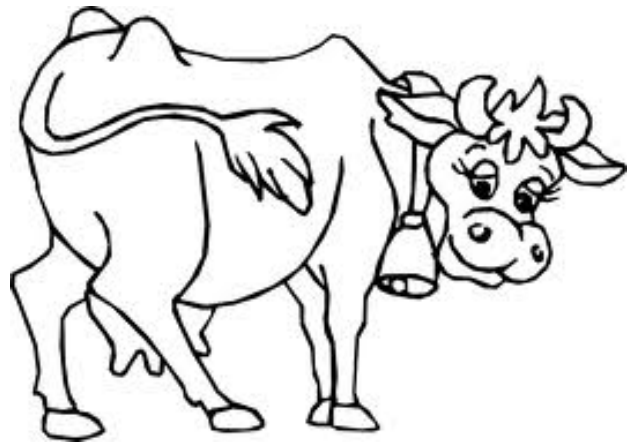
603 E. Washington St., Suite 502
Indianapolis, IN 46204
Tel. (317) 205-3535
Fax (317) 205-3599

www.cacefindiana.org

Tell Kroger to Support Family Dairy Farmers, not Factory Farms!

Recently, many small dairy farmers in Indiana received a notice from grocery giant Kroger informing them that the grocery chain would no longer buy their milk. Instead, Kroger plans to purchase milk exclusively from Fair Oaks Farm, a 30,000 cow dairy factory in northwest Indiana.

This decision will force small dairy farmers to find a new milk processor; not an easy task since the dairy business is increasingly dominated by just a few large dairies and their contracted processing plants. Chances are the milk will get shipped a greater distance, adding to production costs and cutting into already modest profits.



Consumers will be harmed too. Giving one producer exclusive access to a huge chunk of the market risks creating a milk monopoly, leading to higher prices and fewer choices in the dairy case. And, consumers want to buy local, since supporting local businesses helps our neighbors and our communities.

Take Action Now!!!

Tell Kroger to reconsider their deal with Fair Oaks Farms. Let them know it's a BAD DEAL for family farmers and rural communities in Indiana!

- ◆ Call Kroger CEO David Dillon and tell him to cancel the milk deal with Fair Oaks Farms because it will hurt small dairy farmers in Indiana!
- ◆ Send Mr. Dillon a letter or postcard telling him you want milk from family farmers, not factory farms and that Kroger should not abandon small farmers!
- ◆ Are you a Kroger shopper? Ask the manager at your local store to urge the corporate office to reconsider this deal with Fair Oaks Farm and instead keep buying milk from small local producers!
- ◆ For more information, contact Julia Vaughn at jvaughn@cacefindiana.org.

The Kroger Company
Attn: David Dillon, CEO
1014 Vine Street
Cincinnati, OH 45202-1100
(513) 762-4000