

Why Organic Milk?



BETTER MILK FOR YOU



Naturally occurring vitamins and minerals
Higher nutritional content from more beneficial omega-3 fatty acids and disease-fighting antioxidants than non-organic milk¹

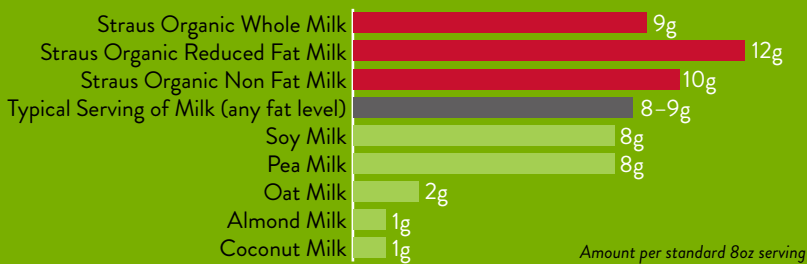


No pesticide or antibiotic residues in organic milk²
Organic diet rapidly and dramatically reduces exposure to toxic pesticides^{3,4,5}

HIGH-QUALITY PROTEIN



Straus Organic Milk is a good source of complete protein, includes all nine of the essential amino acids your body needs



Protein helps the body build and repair muscle, makes cells, and boosts immunity
Health professionals recommend eating protein – along with fiber and healthy fats – at each meal and snack

NUTRIENT DIVERSITY



Straus Organic Milk has a unique combination of nutrients: protein, calcium, and potassium, and functional health benefits



An excellent source of calcium that helps build and maintain strong bones and teeth



Vitamin A and Zinc are beneficial for normal immune function



Contains no added sugars, lactose provides natural sugars and aids with absorption

MINIMALLY PROCESSED & ONE INGREDIENT



Straus Organic Milk is one ingredient: Organic Milk



Minimally processed for the best rich, sweet, well-rounded taste and culinary performance



Taste is as close as possible to its natural state: non-homogenized with a cream top



No preservatives, fillers, gums, or thickeners to improve taste and texture



Plant-based beverages often contain added sugars, highly-processed oils, gums, thickeners and stabilizers to create the desired consistency, taste



Plant-based beverages include a lengthy ingredient list

BETTER FOR FARMS AND THE EARTH

Carbon-Neutral Dairy Farming Model = Climate-Positive Milk



Organic farming is essential to building a resilient food system



Methane digester converts cow manure into renewable energy



Cows graze on pesticide-free, organic pastures



Carbon farming regenerates the soil and enhances carbon sequestration

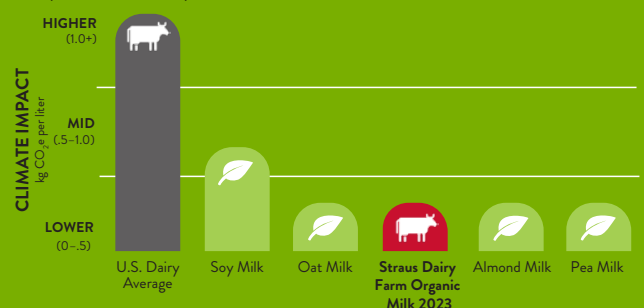


Electric farm equipment eliminates fossil fuels



Red seaweed supplements in cow feed reduce enteric methane emissions (cow burps)

In late 2023, Straus Dairy Farm's* organic milk will have a climate-positive footprint, similar to plant-based alternatives⁶



*SDF is 1 of 12 suppliers, the remaining farms will reach carbon neutrality by 2030

1. <https://bit.ly/4269iOU> 2. <https://bit.ly/2FzVSCo> 3. <https://bit.ly/3LU5dYu> 4. Vigar, Vanessa et al. "A Systematic Review of Organic Versus Conventional Food Consumption: Is There a Measurable Benefit on Human Health?." *Nutrients* vol. 12,17. 18 Dec. 2019, doi:10.3390/nu12010007 5. World Health Organization's International Agency for Research on Cancer has recently labeled some of the most widely used agricultural chemicals as potentially carcinogenic. 6. <https://bit.ly/3BbDkol>

