

Organic Valley expands product portfolio with new family first milk line

15 January 2024 | News

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Organic Valley – America's largest organic farmer-owned dairy cooperative – announced the expansion of its fluid milk portfolio with Organic Valley® Family First®. New Organic Valley Family First milk has all the goodness of the standard 12 essential nutrients in Organic Valley milk, 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.

"Our new Organic Valley Family First milk tastes just as fresh and delicious as our other organic milk, with the added benefits of DHA Omega 3," said Jaclyn Cardin, Organic Valley's 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 from happy, healthy cows on the cooperative's farms and is produced without antibiotics, synthetic hormones, toxic pesticides, or GMOs. Consumers can feel good knowing that when they choose Organic Valley – including the new Family First milk – they are purchasing organic milk from small organic family farms and helping protect where their food comes from.