The purpose of the Cooperative Regions of Organic Producer Pools is to create and operate a marketing cooperative that promotes regional farm diversity and economic stability by the means of organic agricultural methods and the sale of certified organic products.
Producer Pool Locations

D Dairy
V Vegetable
E Brown Eggs
P Poultry
H Pork
B Beef
J Juice
S Soy

*as of January ’05
CROPP & OV Sales History

<table>
<thead>
<tr>
<th>Year</th>
<th>OV (Millions)</th>
<th>CROPP (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>98</td>
<td>$15,316,937</td>
<td>$28,029,227</td>
</tr>
<tr>
<td>99</td>
<td>$28,870,111</td>
<td>$46,478,131</td>
</tr>
<tr>
<td>00</td>
<td>$51,366,708</td>
<td>$72,660,195</td>
</tr>
<tr>
<td>01</td>
<td>$74,243,363</td>
<td>$99,885,161</td>
</tr>
<tr>
<td>02</td>
<td>$97,172,518</td>
<td>$126,732,971</td>
</tr>
<tr>
<td>03</td>
<td>$125,818,607</td>
<td>$158,619,997</td>
</tr>
<tr>
<td>04</td>
<td>$165,083,318</td>
<td>$208,471,280</td>
</tr>
</tbody>
</table>
The Organic Valley Product Line

Fluid Milk
Ultra Pasteurized Milk
Whole
Reduced Fat 2%
Lowfat 1%
Nonfat
Lactose-Free Lowfat 1%
Lactose-Free Lowfat Strawberry
Lactose-Free Lowfat Vanilla
Lactose-Free Lowfat Chocolate
Reduced Fat 2% Chocolate
Half & Half
Heavy Whipping Cream
Egg Nog, Seasonal

Pasteurized Milk
Whole
Reduced Fat 2%
Lowfat 1%
Nonfat
Heavy Whipping Cream

Dry Milk Powders
Nonfat Dry Milk
Buttermilk Blend

Premium Juice
Pasteurized/Not from Concentrate
Orange Juice
Orange Juice with Pulp
Orange Juice, Calcium Fortified

Butter
Lightly Salted Butter
Cultured Unsalted Butter

Cream Cheese
Neufchatel (reduced fat), Cream Cheese

Sour Cream
Regular
Lowfat

Cottage Cheese
Regular
Lowfat

Brown Eggs
Medium, 18 Pack
Large, Dozen/6 Pack
Large Omega 3, Dozen/6 Pack
Extra Large, Dozen/6 Pack
Extra Large Omega 3, Dozen/6 Pack
Jumbo, Dozen/6-Pack
Egg Whites, Pasteurized

Cheese
Organic Valley Deli Line
Muenster - Red Rind
Baby Swiss
Mozzarella
Provolone
Feta
Pepper Jack
Raw Sharp Cheddar
Raw Mild Cheddar
Raw Wisconsin (Jack Style)
Mild Cheddar, Sliced
Monterey Jack, Reduced Fat, Sliced
Blue Cheese Crumbles
Feta Cheese Crumbles
Parmesan, Shred, Cup

Organic Valley Dairy Line
Sharp Cheddar
Mild Cheddar
Colby
Monterey Jack
Monterey Jack Reduced Fat
Cheddar Reduced Sodium & Fat
Mexican Blend, Shredded
Mild Cheddar, Shredded
Mozzarella, Shredded
Italian 4-Cheese Blend, Shredded
Monterey Jack, Reduced Fat, Shredded

Stringless Cheese
String Cheese
Colby Jack Cheese Sticks
Cheddar Cheese Sticks
Ricotta Cheese

Organic Valley Frozen Meat
Family Packs
Beef Hot Dogs
Chicken Hot Dogs
Fresh Ground Beef 90/10
Fresh Ground Beef 85/15
Ground Beef Chub
Breakfast Sausage Chub
Ground Chicken Chub
Chicken Thighs
Chicken Breasts, Boneless, Skinless
Turkey Breasts, Boneless, Skinless
Whole Chicken
Whole Young Chicken
Whole Turkey
Whole Young Turkey
Uncured Half Ham, Boneless

Convenience
Ground Beef Patties
Pork Bratwurst
Pork Breakfast Links
Italian Pork Sausage
Italian Chicken Sausage
Hardwood Smoked Bacon

Premium
Boneless Rib Eye Steak
Boneless New York Strip Steak
Boneless Sirloin Steak
Beef Liver
Pork Chops

Organic Prairie Fresh Meat
Beef Jerky, Spicy Hickory Flavor
Premium 85% Lean Ground Beef
Premium 90% Lean Ground Beef
Premium Ground Pork

Butcher’s Case Organic Meat
Premium Chuck Beef & Heirloom Pork

Fresh Produce
Seasonal and year-round availability.
Inquiries, call 1.888.444.6445
Top 10 Organic Categories

*The growth and size of organic in mainstream is driving the growth of organic overall*

<table>
<thead>
<tr>
<th>Organic Category</th>
<th>Total Supermarkets</th>
<th>Mainstream Supermarkets</th>
<th>Natural Supermarkets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cur $</td>
<td>% Chg $ Shr</td>
<td>Rank Cur $ % Chg $ Shr</td>
</tr>
<tr>
<td>Total Organic F&amp;B</td>
<td>$3,640,197,906</td>
<td>17% 67%</td>
<td>$2,157,446,663 19% 59%</td>
</tr>
<tr>
<td>Total Top 10 Organic F&amp;B</td>
<td>$2,431,316,801</td>
<td>18% 67%</td>
<td>$1,692,037,558 20% 78%</td>
</tr>
<tr>
<td>Packaged Fresh Produce</td>
<td>$540,398,560</td>
<td>36% 15%</td>
<td>1 $413,785,505 37% 19%</td>
</tr>
<tr>
<td>Non-Dairy Beverages</td>
<td>$415,747,882</td>
<td>3% 11%</td>
<td>2 $342,905,360 5% 16%</td>
</tr>
<tr>
<td>Milk / Half &amp; Half / Cream</td>
<td>$395,088,944</td>
<td>25% 11%</td>
<td>3 $297,628,443 27% 14%</td>
</tr>
<tr>
<td>Yogurt &amp; Kefir</td>
<td>$223,691,531</td>
<td>25% 6%</td>
<td>4 $142,393,227 29% 7%</td>
</tr>
<tr>
<td>Frozen Entrees / Pizzas &amp; Con</td>
<td>$206,871,605</td>
<td>11% 6%</td>
<td>5 $122,085,665 13% 6%</td>
</tr>
<tr>
<td>Bread &amp; Baked Goods (Frozen &amp;</td>
<td>$184,315,135</td>
<td>8% 5%</td>
<td>7 $86,684,021 4% 4%</td>
</tr>
<tr>
<td>Chips / Pretzels &amp; Snacks</td>
<td>$140,535,578</td>
<td>6% 4%</td>
<td>6 $96,741,007 9% 4%</td>
</tr>
<tr>
<td>Cold Cereals</td>
<td>$131,569,282</td>
<td>21% 4%</td>
<td>8 $71,289,974 25% 3%</td>
</tr>
<tr>
<td>Soup</td>
<td>$100,761,907</td>
<td>28% 3%</td>
<td>11 $51,087,458 45% 2%</td>
</tr>
<tr>
<td>Refrigerated Juices &amp; Functionals</td>
<td>$92,336,377</td>
<td>8% 3%</td>
<td>9 $67,436,898 12% 3%</td>
</tr>
</tbody>
</table>

Note: Includes NOP levels 1-69%, 70-94%, 95-99%, and 100%

Source: SPINSscan Conventional & Natural
52 Wks Ending May 14, 2005; Total U.S.