



### ***Why did Roberts change its name to Hiland?***

- Roberts Dairy has been a division of Prairie Farms - Hiland Dairy since 1981
- Like Roberts, Hiland Dairy has been serving the Midwest for more than 75 years, producing pure, fresh-from-the-farms wholesome milk and dairy products –with no artificial growth hormones
- **Nothing has changed except for the name**
- The same Roberts employees and production facilities have been making the milk and dairy products you enjoy and trust will continue to make the products!
- Our name change is a business decision that was made to allow us to create a strong, unified brand across the Midwest and to save on product labeling and marketing costs
- Hiland Dairy like Roberts Dairy is known for fresh dairy products made close to home, with no artificial growth hormones
- The only thing changing is the name on the package; the product inside is the same fresh, wholesome goodness you and your family have trusted for generations

### ***Did Roberts Dairy go out of business?***

- **No**
- The decision was made to operate under one name for our entire eleven-state distribution area
- Because the labels and packaging are now ordered in bulk – those savings are passed along to our customers
- The Roberts Dairy commitment to freshness and quality continues under the new name
- Hiland Dairy Foods, like Roberts Dairy is proud of our long tradition that spans decades of bringing milk fresh from our local, farmer-owners to our consumers' tables
- The company's products will remain the same high-quality dairy foods, with no artificial growth hormones

### ***Are Roberts Dairy's products changing?***

- **No**
- The product line will remain the same and will be sold under the Hiland Dairy label, which features the familiar ***splash of fresh flavor*** image that you've come to recognize with Roberts Dairy foods. In fact, Hiland Dairy has an expanded product line that gives our customers access to fresh, high quality, and wholesome products that they might not have had previously

### ***Does Hiland Dairy milk taste as good and fresh as Roberts Dairy milk?***

- Yes, we are the same local, farmer-owned dairy that's produced milk and dairy foods for your family for generations
- Hiland Dairy milk is the same high quality, fresh – with no artificial growth hormones – that you enjoy and trust.

### ***Does Hiland Dairy milk contain artificial growth hormones?***

- Our milk does **not** contain artificial growth hormones.

### ***Is Hiland Dairy milk local?***

- **Yes** - our milk comes from our farmer-owners – with most of them located within 100 miles of each of our 11 plants in **Arkansas, Kansas, Missouri, Nebraska and Oklahoma**
- **Hiland milk is Roberts milk.** It's the same fresh, local milk - as are all other Hiland Dairy products - just sold under a different label.



***Will any plants close or staff positions be eliminated, as a result of this name change?***

- **No** – In fact, our brand consolidation as Hiland Dairy may allow us to hire more workers in the future
- Our name change will not alter any aspect of how we run our business. It will not affect any of the existing staff, plant operations, or facilities.

***How will this change affect consumers?***

- Our research indicates that 87% of Des Moines, Kansas City and Omaha shoppers will buy Hiland Dairy milk if it has the same quality and freshness as Roberts milk and is produced by local farmers
- Some shoppers we've talked with were under the impression that Hiland and Roberts Dairy were already the same company
- Hiland Dairy has planned a fun promotion that will begin in May around the name change for our customers – check [HilandDairy.com](http://HilandDairy.com) for details. In addition, we will continue to support our communities through donations and events – ***just like we always have.***