

10 REASONS TO STOCK JONESY'S DAIRY FRESH

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| 1. Fresh from farmer | Our supply chain is shorter and more direct . Our milk goes from farm to processor to you. No holding tanks. No middle men. No warehousing. It's that simple. |
| 2. Better price to farmer | To make a living farmers need to be paid around 40c a litre. Other companies pay as little as 25c litre. We are committed to paying a decent price to farmers. That way the industry is viable and sustainable. |
| 3. Year round consistency | Our cows calve year round. This means their milk is of a consistent quality, protein level and taste profile. From frothing milk for coffee to making ice-cream, it means you can rely on the same results year around. |
| 4. Sustainable Farming | Good milk starts back in the paddock. Our milk is sourced from farms with the highest standards of pasture management and animal health. |
| 5. 100% milk | There's nothing in our milk cartons except 100% milk. No water. No additives. No milk powders. Just milk. Do a little research and you'll find not all milk suppliers can say the same thing. |
| 6. Tastes better | With so much emphasis placed on producing a quality, natural product, it's no wonder our milk tastes better. Like milk used to taste. And the way milk ought to taste. |
| 7. Higher protein levels | As every barrista knows, it's protein levels in milk that make it froth. Ours are consistently high right throughout the year, so you know the coffee you make this week will be as good as the one you make in three months time. |
| 8. Cooks like a dream | Chefs, caterers, foodies and home cooks are all saying the same thing. The quality and consistency of our milk produces great results. From cakes to custards to ice-cream and everything in between, our milk performs. |
| 9. Australian owned company | Unlike other dairy companies taking profits off-shore, we are 100% Australian owned and operated. We support Australian dairy farmers and the dairy industry, offering an alternative that adds value to our economy. |
| 10. Competitive on price | We may not be the cheapest, but we're not trying to be. Our milk is a quality product, produced sustainably and cost –effectively. We do not absorb the profit differential, because unlike other companies, we make sure it's farmers who are getting a fairer deal. |

