



Dear Store Manager,

I'm giving you this informative flyer regarding the "New Hampshire's Own" Dairy promotional campaign. With a goal to provide fresh milk to consumers, support our hard-working New Hampshire dairy farm families, and stop the hemorrhaging of our local dairy food supply. This campaign is truly imperative to the well being of the New Hampshire lifestyle, we must all work together to preserve and protect the farms that remain. As a retailer selling "New Hampshire's Own" milk you will become a hero in the eyes of consumer's and farmers' state wide. Please, step up and be the hero we know you can be.

Fifty years ago, New Hampshire had 850 dairy farms. Today, fewer than 100 remain. The dairy crisis is shuttering generations-old dairies across New Hampshire. If we continue to lose New Hampshire dairy farms, we will also lose much of our state's scenic, pastoral landscape, and rural character. Successful dairy farms keep New Hampshire's land open, safeguard our beautiful fields and valleys from over-development, and employ thousands of people.

It is my hope you will share this letter with your corporate office.

Along with the above, my reason for supporting this great cause is:

As part of this campaign, us as citizens and consumers to your store must reach out to you and let you know why you should partake in this promotion. **I'm willing to pay the \$.50 premium for this program and I hope you are willing to partake.**

SIGNATURE

Learn more at udderlyamazingdairy.com