



CLIENT: Kroger Michigan

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**Second Annual Kroger and UDIM “Pour It Forward<sup>SM</sup>” Campaign will Supply Needed Milk to Local Food Banks**

*Customers can purchase gallons to boost nutrient-rich food supply for Michigan’s hungry families*

**NOVI, Michigan** (Date) – Michigan residents who depend on local food banks for meals receive an average one gallon of milk per person per year – even though the United States Department of Agriculture recommends adults drink 68 gallons each year. Kroger customers and associates can join The Kroger Co. of Michigan and the United Dairy Industry of Michigan (UDIM) to help relieve this shortage during the second annual “Pour It Forward” campaign.

“Pour It Forward” will begin November 5, with customers and associates invited to purchase paper gallon slips for \$3 each at cash registers in any of Kroger’s 124 Michigan stores. Kroger and UDIM will contribute a minimum of one gallon of Michigan Kroger brand milk to local food banks for every paper gallon purchased.

During 2013, the “Pour It Forward” campaign resulted in more than 32,900 gallons of milk donated to Forgotten Harvest and the Food Bank of Eastern Michigan. Based on last year’s success, Kroger and UDIM will expand the program to benefit six mid-Michigan food banks in 2014, including Food Bank of Eastern Michigan, Food Bank of South Central Michigan, Food Gatherers, Forgotten Harvest, Gleaners Community Food Bank of Southeastern Michigan and Greater Lansing Food Bank.

“Milk continues to be the number one food item requested by Michigan food banks,” said Jayne Homco, president, The Kroger Co. of Michigan. “This fact coupled with Kroger customers’ generous support of ‘Pour It Forward’ during the first year led to our decision to grow the program’s reach. We are pleased to join our customers and associates and the United Dairy Industry of Michigan to ensure more individuals and families get the milk they need.”

“Pour It Forward” will continue through December 16. Kroger and UDIM have set a goal to donate 50,000 gallons of milk to local food banks this year.

“Hunger is such a serious issue and milk, with its nine essential nutrients, is the ideal product to make a difference,” said UDIM Chief Executive Officer Sharon Toth. “On behalf of all Michigan dairy farm families, UDIM

is incredibly proud to partner with Kroger to help food banks fill the nutrient gap and increase access to milk. There isn't anything closer to our farmers' hearts than feeding people."

Milk is America's number one source of calcium, potassium and Vitamin D and is a good source of high quality protein, which is required for growth and maintenance of muscle and other proteins within the body. One gallon of milk will provide 16 children with a single glass of milk.

The Kroger Co. of Michigan in partnership with UDIM is credited with creating the "Pour It Forward" campaign adopted on a national level by The Kroger Co. to benefit local food banks affiliated with Feeding America. Kroger's "Pour It Forward" campaign is part of the Great American Milk Drive, the first national program to help deliver nutrient-rich gallons of milk to hungry families. The Milk Processor Education Program, National Dairy Council and Feeding America partnered to launch the Great American Milk Drive in April 2014.

For more information, visit [www.kroger.com](http://www.kroger.com).

#### **About the United Dairy Industry of Michigan**

The United Dairy Industry of Michigan is the umbrella organization for the Dairy Council of Michigan and the American Dairy Association of Michigan. On behalf of Michigan's dairy farm families, these non-profit organizations provide science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier society, including health professionals, educators, school nutrition directors, academia, industry, consumers and media. For more information, visit [www.MilkMeansMore.org](http://www.MilkMeansMore.org).

#### **About The Kroger Co. of Michigan**

Incorporated in Michigan in 1909 and headquartered in Novi, The Kroger Co. of Michigan includes 17,000 associates, 124 Kroger stores, 60 fuel centers, 102 pharmacies and the Michigan Dairy.

Kroger, one of the world's largest retailers, employs more than 375,000 associates who serve customers in 2,640 supermarkets and multi-department stores in 34 states and the District of Columbia under two dozen local banner names including Kroger, City Market, Dillons, Food 4 Less, Fred Meyer, Fry's, Harris Teeter, Jay C, King Soopers, QFC, Ralphs and Smith's. The company also operates 786 convenience stores, 320 fine jewelry stores, 1,240 supermarket fuel centers and 38 food processing plants in the U.S. Recognized by Forbes as the most generous company in America, Kroger supports hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and grassroots organizations. Kroger contributes food and funds equal to 200 million meals a year through more than 80 Feeding America food bank partners. A leader in supplier diversity, Kroger is a proud member of the *Billion Dollar Roundtable* and the U.S. Hispanic Chamber's *Million Dollar Club*.

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For more information, please contact:

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1 gallon =  
**A GLASS OF  
MILK FOR 16  
CHILDREN**

pour it

*Forward.*<sup>SM</sup>

**A gift for the body, from the heart.**

Kroger is partnering with Michigan's dairy farmers with a goal of providing **50,000 gallons of Pure Michigan® Kroger Milk to families in need.** When you purchase a gallon milk scan card for \$3, available in the dairy department or at any Kroger register, 100% of your donation will help provide a gallon of milk to local food banks. Help bridge the hunger gap and increase access to nutrient-rich milk by donating 1, 5 or more gallons of milk when you check out.

Give a gift of milk today!

