

# Green Valley™



• LACTOSE FREE •



## 36%

Of all Americans  
are lactose intolerant  
or have a sensitivity.<sup>3</sup>

90% ●●●●●●●●●●  
of Asian Americans

80% ●●●●●●●●●●  
of African Americans

53% ●●●●●●●●●●  
of Hispanic Americans

15% ●●●●●●●●●●  
of Caucasian Americans

## LACTOSE-FREE IS GROWING

- Increasing diversity of younger generations is leading to more consumers with lactose intolerance<sup>1</sup>
- In the Natural channel, Green Valley is the #1 lactose-free brand of yogurt, kefir, butter, sour cream and cream cheese, and is the #2 lactose-free brand of cottage cheese<sup>2</sup>
- Green Valley is the first and only FODMAP Friendly certified real dairy brand on the US market
- Bringing lactose intolerant consumers back to the dairy aisle means incremental sales for you!

[3] Storhaug CL, Fosse SK, Fadnes LT. County, regional and global estimates for lactose malabsorption in adults: a systematic review and meta-analysis. The Lancet. Gastroenterology & Hepatology. ;2(10):738-746, National Institutes of Health website.

[1] "Got Milk? Not This Generation", <https://www.nytimes.com/2023/04/04/dining/milk-dairy-industry-gen-z.html?smid=url-share> [2] SPINS Natural Enhanced Channel, 52 weeks ending 8/13/23

LOW FODMAP



# ORGANIC LINE

## Lactose-Free Organic Kefir 32oz:



ORGANIC  
LOWFAT PLAIN KEFIR  
6/32oz



ORGANIC  
WHOLE MILK PLAIN KEFIR  
6/32oz



## Lactose-Free Organic Yogurt 24oz:



ORGANIC  
LOWFAT  
PLAIN YOGURT  
6/24oz



ORGANIC  
WHOLE MILK  
PLAIN YOGURT  
6/24oz



## Lactose-Free Organic Cream Products:



ORGANIC  
CREAM CHEESE  
6/8oz



ORGANIC  
SOUR CREAM  
6/12oz



ORGANIC  
COTTAGE CHEESE  
6/12oz



## Lactose-Free Organic Lowfat Yogurt 6oz:



ORGANIC  
PLAIN YOGURT  
12/6oz



ORGANIC  
VANILLA BEAN YOGURT  
12/6oz



ORGANIC  
BLUEBERRY YOGURT  
12/6oz



ORGANIC  
STRAWBERRY YOGURT  
12/6oz

