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Farmers

1. Food _____
2. Food _____
3. Food _____
4. Part Of Body _____
5. Food _____
6. Verb Present Ends In S _____
7. Food _____

Farmers

The 'Farmer Owned' mark on our _____Food_____(r) branded products will change to an updated version during 2024. The new mark includes a QR code that directs consumers to an updated portal on our websites.

For almost ten years, consumers have gotten used to seeing the green 'Farmer Owned' mark that we've had on _____Food_____ branded products since 2015. During 2024, the mark will gradually change to an updated mark.

"_____Food_____ Farmers. Taking steps today. Doing it for _____Part of Body_____." is the simple message on the new mark that places _____Food_____ and our farmer owners' actions centerstage. The new mark utilizes one of our most important touchpoints with consumers, our _____Verb Present ends in S_____, to reassure them that we produce dairy products with attention to quality and animal welfare, while taking responsibility for our environmental footprint.

"Our farmer owners are central in the mark, the heroes, but rather than talking mostly about their ownership of Arla,

we are now putting their work on farm at the very forefront as the key value-adding message to consumers," says Peter Giørtz-Carlsen, Head of _____Food_____ Europe.

"At the same time, our commitment to producing dairy in a more sustainable way has become an integral part of how our cooperative operates. But not all consumers are aware of that and their expectations for how we produce our products with respect for the environment are growing. That's why it's crucial for our cooperatives future that we keep telling consumers about the work we do, including our sustainability actions. The new farmer mark plays an important role in that," he adds.

The new mark also includes a QR code that links consumers directly to an updated portal on our websites. The idea is to give consumers the opportunity to dive into the finer details about topics like how our farmer owners collaborate, take care of their cows and work on reducing their environmental footprint.

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