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NOW ONLINE: FRESH INFORMATION ABOUT ALL THINGS DAIRY Florida Dairy Farmers' New Website Provides Consumer-Friendly Content About Dairy Foods and Farming

Orlando, Fla. (August 30, 2011) – Florida Dairy Farmers (FDF) launched its new website last week – www.floridamilk.com – offering more interactive and consumer-focused content. Site visitors can learn more about the health benefits of dairy's nine essential nutrients and the Florida dairy farmers who work hard every day to produce one of nature's most perfect foods for the state's nearly 19 million residents.

Among the features of the new website are:

- Dairy recipes and dairy food facts
- Podcast videos of dairy farmers talking about farm practices and sharing their passion directly with consumers
- Kids section with downloadable coloring pages, resource kits and games
- Information for sports enthusiasts about the benefits of chocolate milk as a recovery drink
- Downloadable patient education tools for health professionals

To help consumers stay connected with FDF and Florida agriculture, the new site also integrates social media with a live Facebook feed. Another feature of the new site is the ability to sign up for any of FDF's five electronic newsletters.

The new site has a more agriculture-based theme. Statistics from FDF's previous site showed that the "Dairy Farming" page brought in the highest amount of traffic, demonstrating consumer interest in learning more about where their food comes from and the people who produce it. Equally important on the site is the Dairy Council of Florida's information regarding dairy foods. For families and consumers, the new site features a more robust "Dairy Foods" section containing information on the importance of including dairy in a regular diet.

"Dairy is such an important part of a nutrient-rich diet and Florida's dairy farmers have an amazing story to tell," said Aaron Wockenfuss, manager of consumer communications for Florida Dairy Farmers. "Because most people are three to four generations removed from the farm, we are excited to share with them information on where their food comes from and the farm practices that take place every day on dairy farms right here in Florida, and all around the country."

About Florida Dairy Farmers

Florida Dairy Farmers is a farmer-funded organization that works to educate people about the state's dairy farming industry and promote nutrient-rich dairy foods as an important part of a healthy lifestyle. FDF is one of 19 member organizations of the United Dairy Industry Association and carries out the programs of Dairy Management Inc., the umbrella organization based in Chicago. For more information, call 407-647-8899 or visit www.floridamilk.com.

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