



PRESS RELEASE

**JIM AND
MEGAN JARDING**

Hy-Vee Milk Drive Allows Feeding South Dakota to Distribute 7,600 Gallons of Milk

Sioux Falls, SD (4/11/2023) – Feeding South Dakota will distribute 7,600 gallons of milk throughout the state by using the funds raised by Hy-Vee's Great American Milk Drive.

The Great American Milk Drive made its local appearance in Sioux Falls in 2016. It is the first-ever national program to help deliver gallons of milk to children and families facing hunger. During the drive, customers at all seven Sioux Falls Hy-Vee stores supported local families and children by donating either a half or whole gallon of milk at the registers. The drive has helped Feeding South Dakota to distribute nearly 82,000 gallons since its introduction. This local event was sponsored by Hy-Vee, Prairie Farms, and Jim & Megan Jarding.

"This a great opportunity to get a highly nutritious food source in the hands of our local neighbors and shows the generosity of our Hy-Vee customers," said Andy Sutton, Store Manager, Hy-Vee.

In partnership with Feeding America, the nation's largest domestic hunger-relief organization, MilkPEP and the National Dairy Council, The Great American Milk Drive campaign unites and enables the nation's food banks, processors, retailers, and consumers to ensure milk and its essential nutrients, including high-quality protein, are provided to families who need it most. According to Feeding America, milk is one of the most requested yet least available items in food banks across the nation.

"We are incredibly grateful for our partnership with Hy-Vee, which has enabled us to provide milk to families and individuals facing hunger throughout South Dakota," said Lori Dykstra, CEO, Feeding South Dakota, "Milk is a vital source of nutrition, and it is one of the most commonly requested items at our Mobile Distributions. Thanks to Hy-Vee's support, we can ensure that more South Dakotans have access to this essential and wholesome food."

Hy-Vee, Inc. is an employee-owned corporation operating more than 275 retail stores across eight Midwestern states with sales of \$11 billion annually. The supermarket chain is synonymous with quality, variety, convenience, healthy lifestyles, culinary expertise, and superior customer service. Hy-Vee ranks in the Top 10 Most Trusted Brands and has been named one of America's Top 5 favorite grocery stores. The company's more than 85,000 employees provide "A Helpful Smile in Every Aisle" to customers every day. For additional information, visit www.hy-vee.com.

About Prairie Farms, Inc.

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest and parts of the South. Elements of the cooperative include more than 800 farm families, 8100 employees, 51 manufacturing plants, over 100 distribution facilities and annual sales of over \$3 billion. Prairie Farms is a nationally recognized leader in the dairy industry known for setting the standard for milk flavor innovations and producing award-winning milk, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., the Prairie Farms distribution footprint covers over 30 percent of the United States; products are available in grocery chains, mass merchandiser stores, club stores, convenience stores,

dollar stores, drug stores, schools, foodservice outlets, and warehouse distribution centers. Prairie Farms charitable giving program, Our Caps, Your Cause, supports a variety of non-profit organizations. Prairie Farms is proud to feature the LAND O LAKES brand.

About Feeding South Dakota

[Feeding South Dakota](#), a member of Feeding America, serves all 66 counties in South Dakota and distributed 12.9 million pounds of food in its 2022 Fiscal Year. The Feeding South Dakota network of volunteers, local and corporate grocers, area farmers, corporations, foundations, and individual donors support Feeding South Dakota's 250 agencies, 82 school partners, and 120 mobile food distributions who work together to fulfill the mission of ending hunger in South Dakota.

Contact:

Bodey Behrends
Marketing & Communications Coordinator
Feeding South Dakota
507.841.2238