



Enter the
GOLDEN STATE™
WITH REAL CALIFORNIA DAIRY



WHY INVEST IN PACKAGING INNOVATION ?

April 18, 2023

- Problems that need to be solved
- Unmet consumer needs or desires
- Convenience
- Lower costs
- Improved performance



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- **Improved performance**



Trends in Packaging Innovation

- E-commerce
- Connected packaging
- Sustainability



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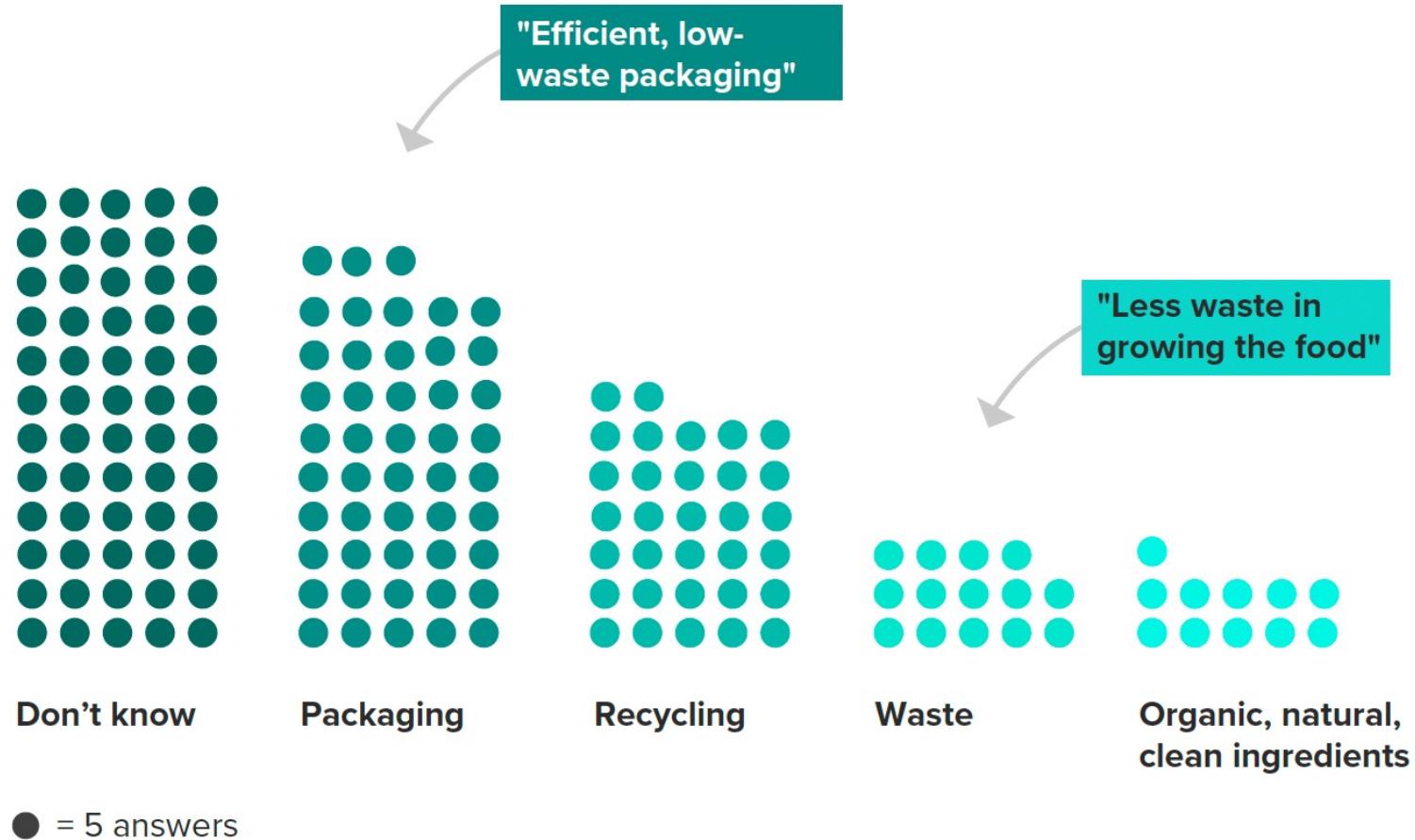


Trends in Packaging Innovation

- E-commerce
- Connected packaging
- Sustainability



“What does it mean for a food or beverage brand to be sustainable?”





**Harvard
Business
Review**

Why Sustainability Is Now the Key Driver of Innovation

by Ram Nidumolu, C.K. Prahalad, and M.R. Rangaswami

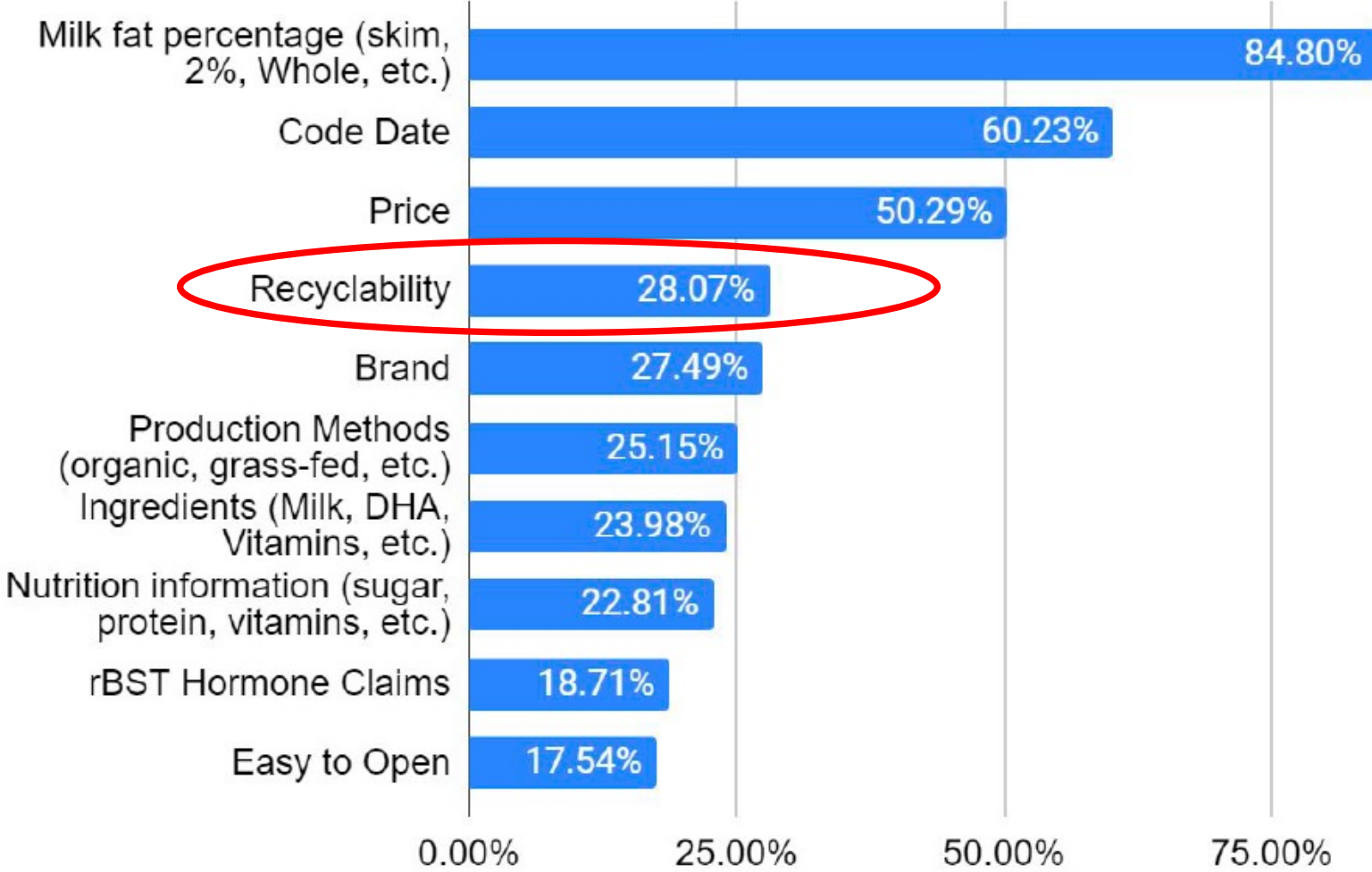
“It’s tempting to adhere to the lowest environmental standards for as long as possible. However, it’s smarter to comply with the most stringent rules, and to do so before they are enforced. This yields substantial first-mover advantages in terms of fostering innovation.”



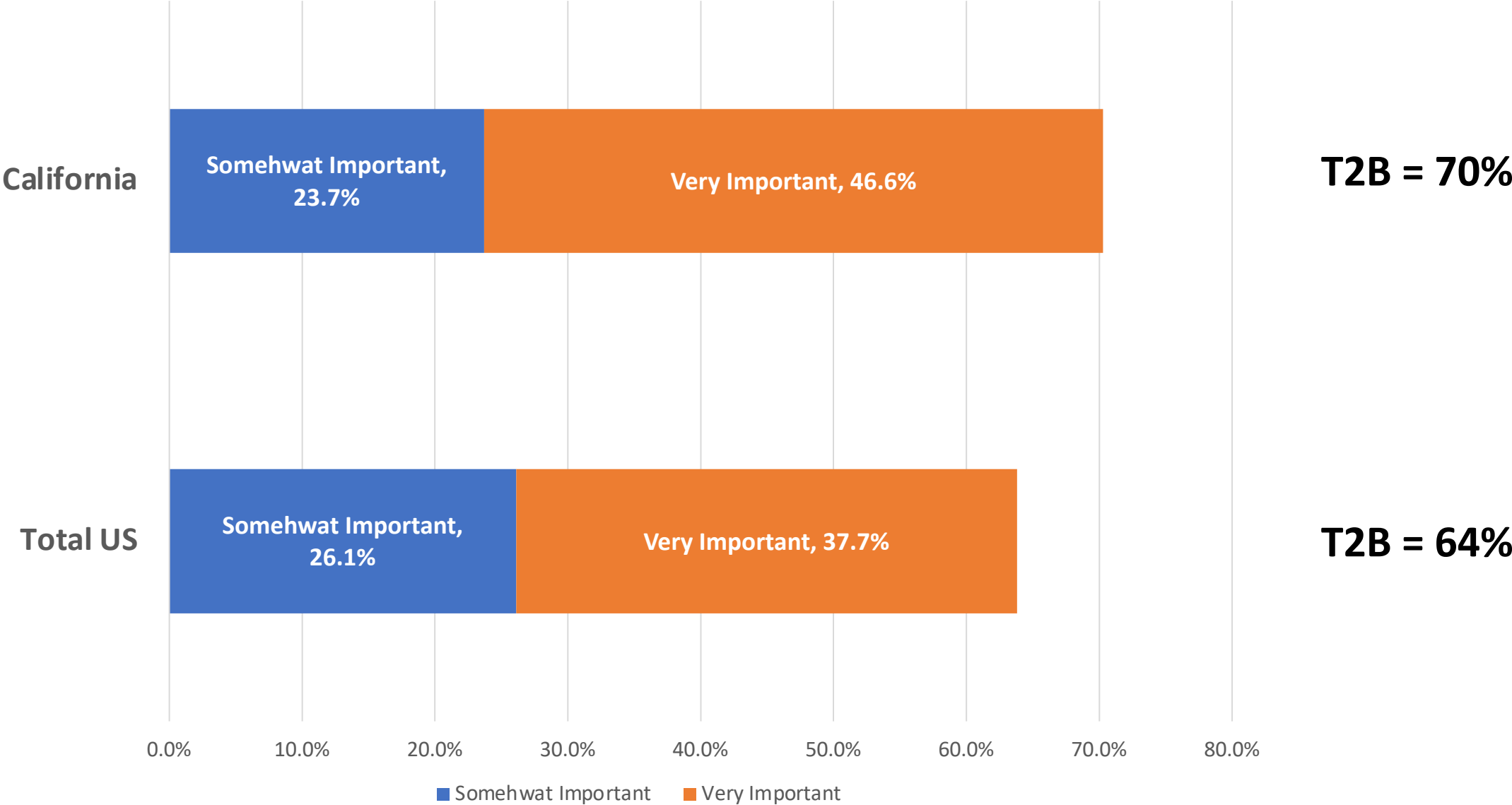




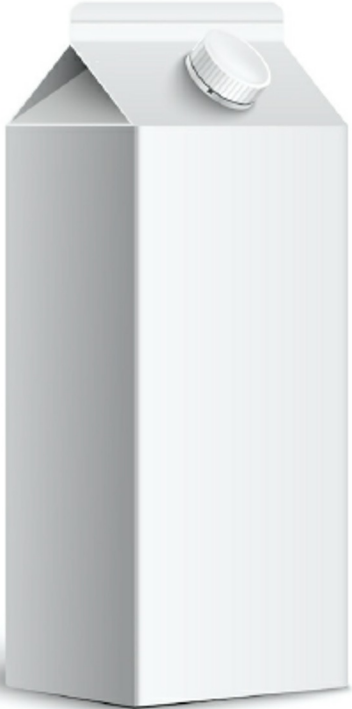
What on-package information do you consider most important when you are shopping for milk?



When purchasing milk, how important is the recyclability of the container to your decision?



Rank these packages from most to least recyclable:

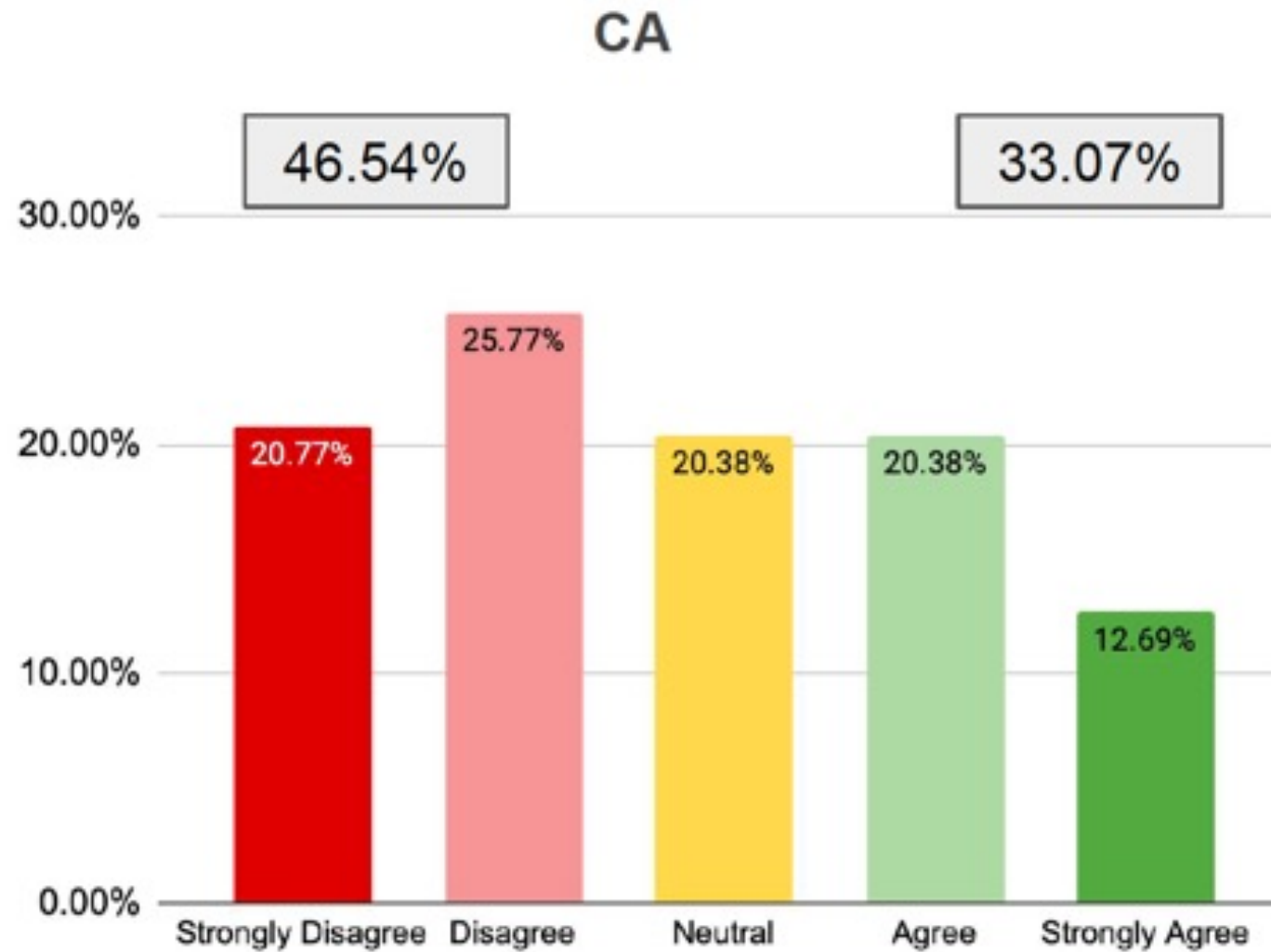


MOST



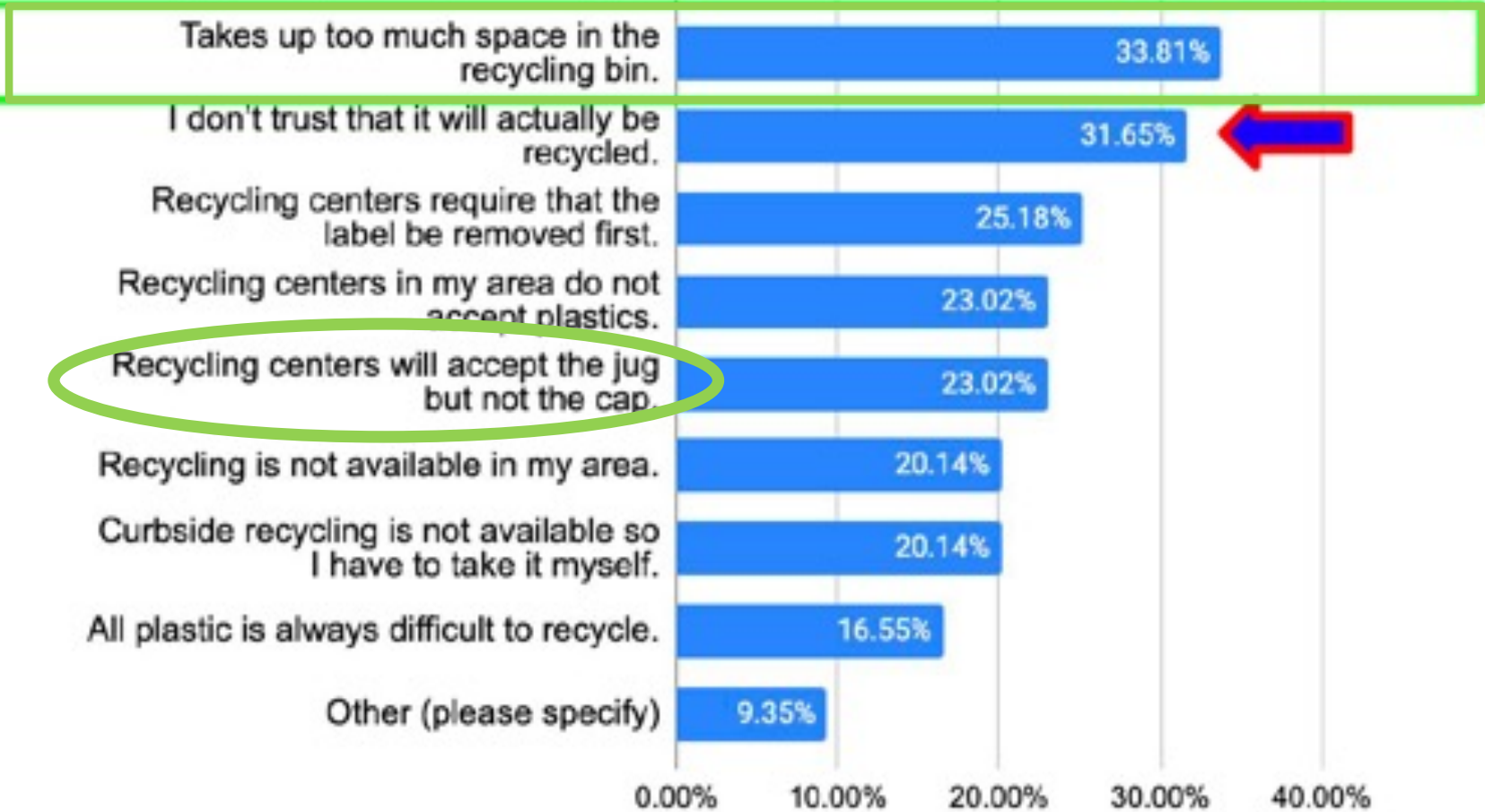
LEAST

”In my experience, the Gallon Milk Jug is difficult to recycle”



”Why do you feel the Gallon Milk Jug is difficult to recycle”

CA





- HDPE (#2) plastic is sought after and valuable to recycling companies



- The plastic milk jug is recognizable and easy to sort
- Only 29% though are actually recycled





**RECYCLE
THE JUG**

[Spread the Word](#)

[Tools & Resources](#)

[About](#)

[Español](#)

Don't put it in the trash. Put it to good use.

The plastic used in milk jugs is one of the most desirable plastics for recyclers.

[Watch Now](#)

[Spread the word](#)







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CREAMERY SINCE 1952

WIDELY RECYCLABLE
recyclethejug.com

Scan this code to find out more

LOCAL IS FRESH

We take pride in delivering products you can trust, so grab a glass and taste how fresh "local" can be.

FARM FRESH MILK
from cows not treated with the growth hormone rBST*

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Media Partners

PR & Point of Sale

INTEGRATED CAMPAIGN

Influencers

New Statewide Education Campaign Aims to Increase Recycling of Plastic Milk Jugs

California Milk Advisory Board launches initiative to raise awareness of recyclability of milk jug with easy mantra: Pour it. Cap it. Bin it.

The Modesto Bee

Valley dairy industry hopes to make it easier for people to recycle plastic milk jugs



Packaging INSIGHTS

Let's milk the most out of the milk jug.
It's easily recycled and a highly sought-after plastic.

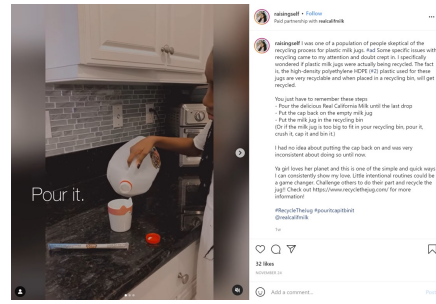


WIDELY RECYCLABLE

Scan this code to find out more



recyclethejug.com



#pouritcapitbinit
#recyclethejug
@realcalifmilk

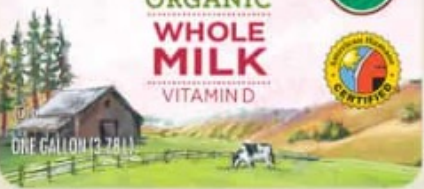


#sponsored



SMYTH FARM
CLOVER
SONOMA

ORGANIC
WHOLE MILK
VITAMIN D



ONE GALLON (3.78 L)

Results

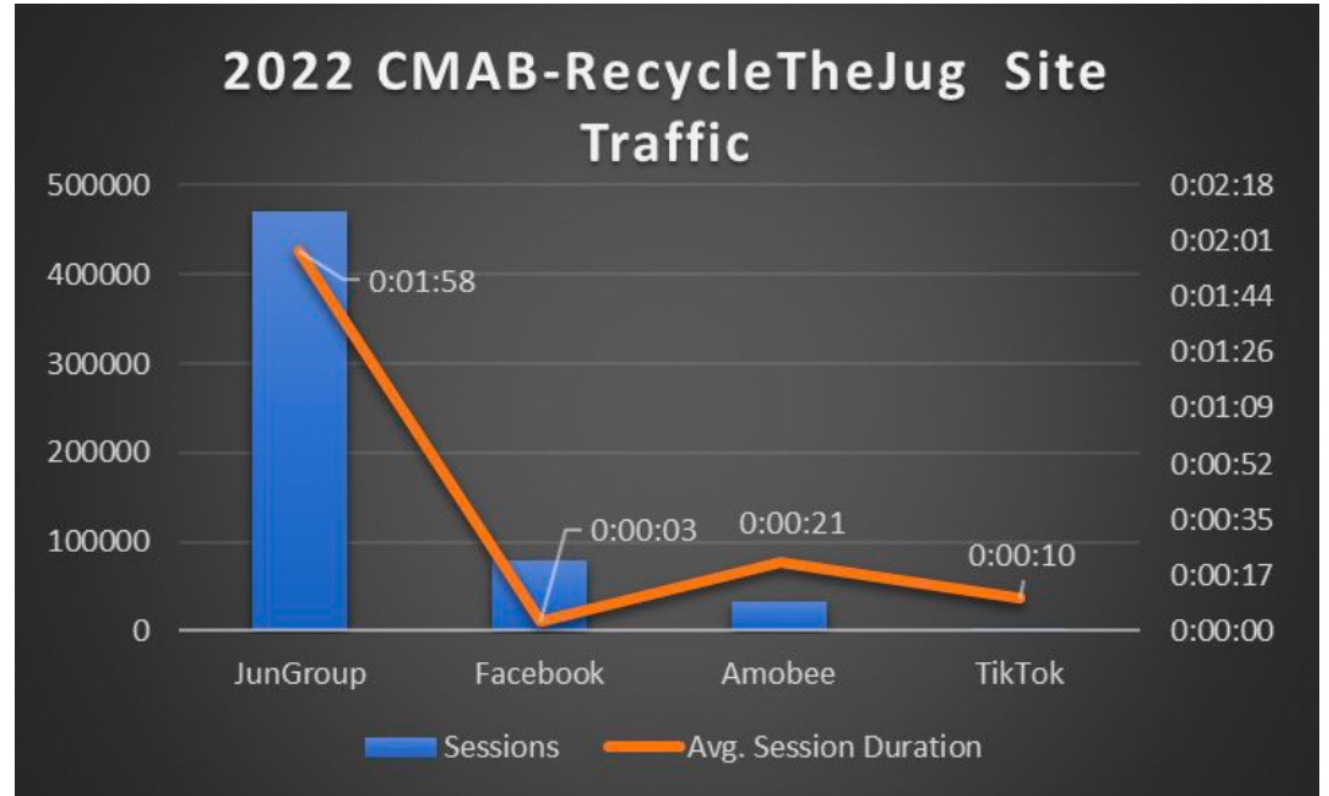
2022 Budget = \$206,000

Digital Advertising (Influencer “ads”):

- 19.8 million impressions
- 628,000 site visits
- Cost per click: \$0.17

Social (Meta, Tik Tok):

- 7.1 million impressions
- 131,000 clicks
- Cost per click: \$0.58



48%

Recall seeing the logo

(Base = 265)



Base: Total 265

Have you seen this logo?

Where have you seen it?

Did you visit recyclethejug.com?

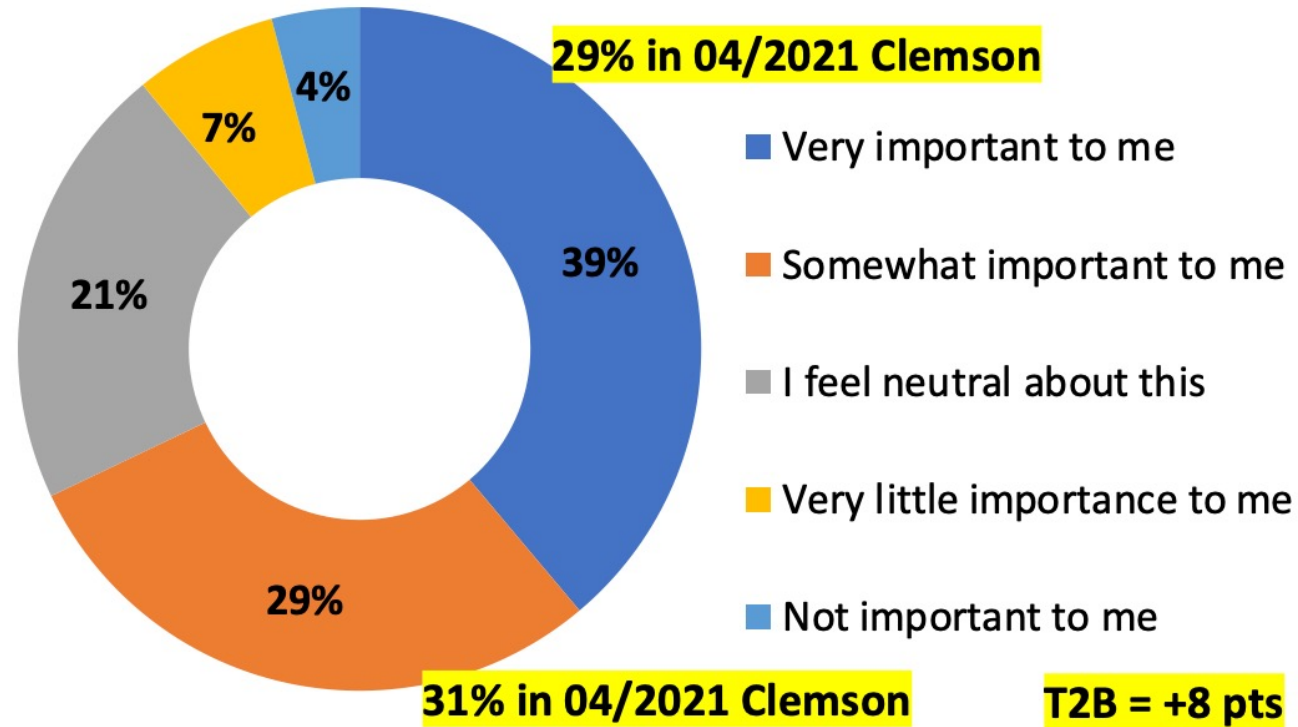
24%

Visited

www.recyclethejug.com

(Base = 126)

Importance of Recyclability of the Milk Container



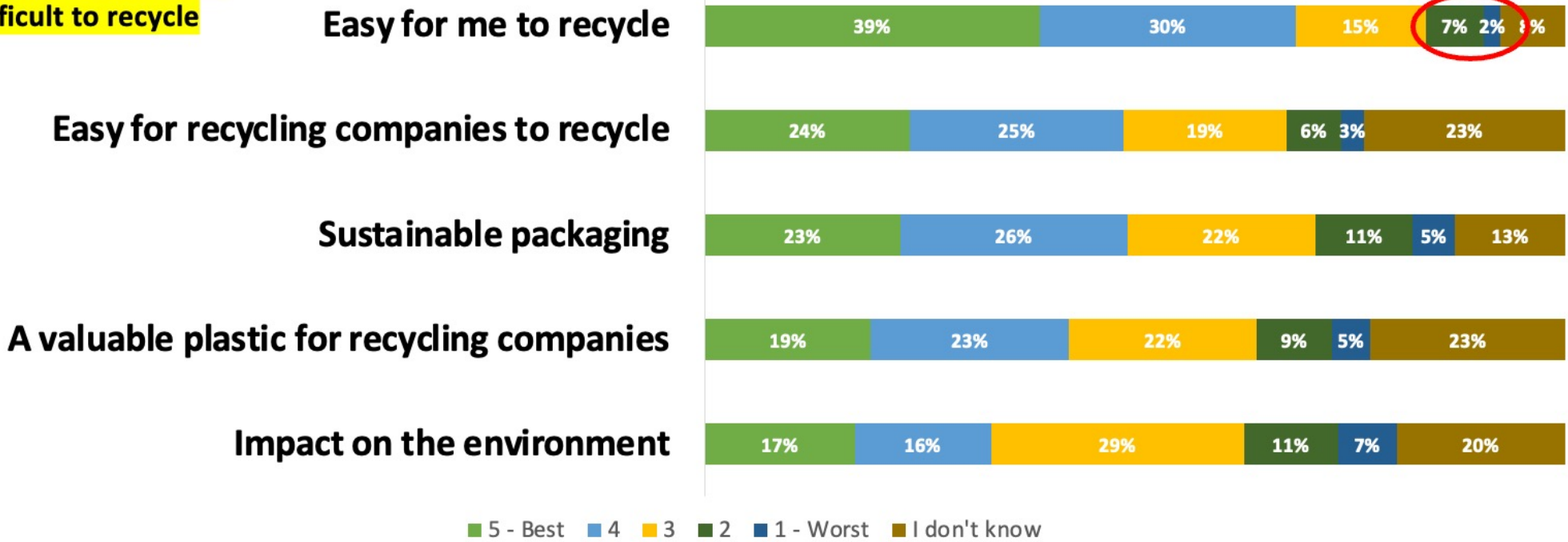
Base: Total 265

When purchasing milk, how important is the recyclability of the container to you?

The majority of respondents perceive the gallon milk jug container easy to recycle; However many are unsure about the environmental impact

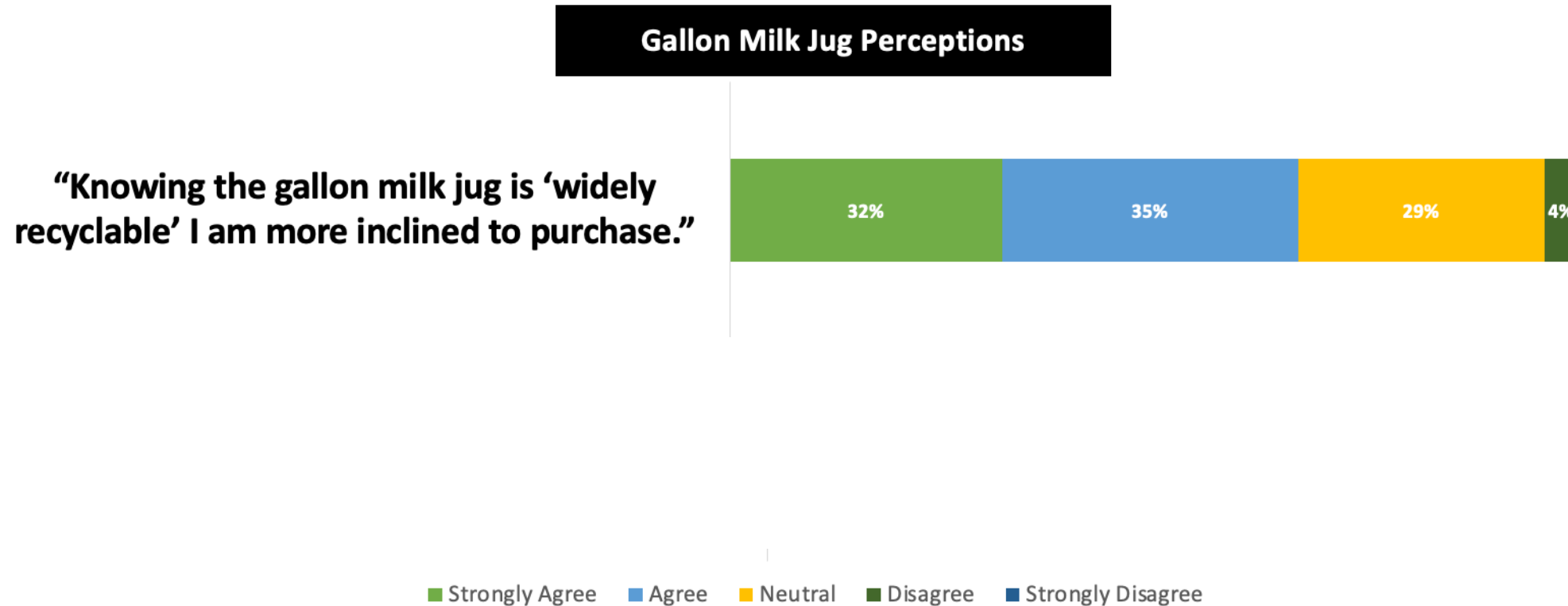
33% T2B in 04/2021
Clemson said it was difficult to recycle

Gallon Milk Jug Perceptions



Base: Total 265
Rate the gallon milk jug (#2 plastic) container on the characteristics below. 1 is the worst rating, and 5 is the best

- The majority of respondents feel more inclined to purchase the gallon milk jug after learning more about the recyclability aspect**



Base: Total 265

Rate your agreement with this statement.....

