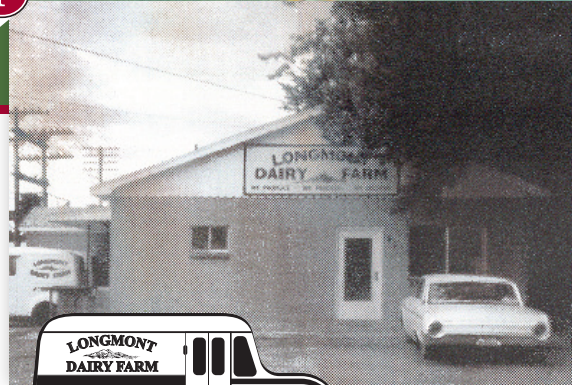
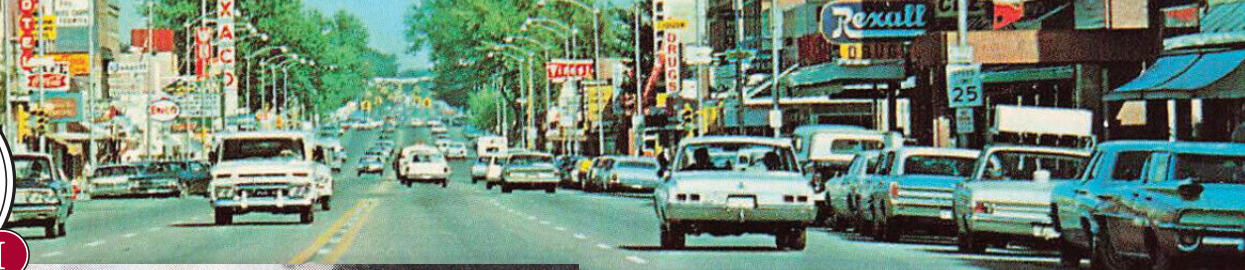




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MOOO NEWS

Longmont Dairy Farm, Inc. (303) 776-8466 www.LongmontDairy.com 920 Coffman, Longmont, Colorado 80501



Established in 1965

A lot has changed since 1965! Back then, you could get a candy bar for 10¢, a loaf of bread for 20¢, and a gallon of milk for \$1. The average price of a new car was \$2,650 and a gallon of gas cost 31¢. The median home price was \$20,200 while the annual household income in the U.S. was \$5,620.

Things have changed at Longmont Dairy, too, in the last 60 years—our facilities have expanded, the number of customers we serve has grown, and the variety of products we offer has increased. But we are still dedicated to the principles of our founders: owning and milking our cows, processing the milk and bottling it in glass, then delivering it to our customers the next morning. When starting Longmont Dairy, Jim Boyd, Reese Boatman, and Karl Obluda believed that families would appreciate the freshness and taste of their milk, and the convenience of delivery to their homes. They were right.

With gratitude to them and you, our customers, we celebrate 60 years of Longmont Dairy!



JANUARY

Our 60th Year!



Dear Friends,

We are excited to celebrate our 60th anniversary here at Longmont Dairy this year! This month, we've shared a timeline of significant milestones, and we'll continue by highlighting some "then and now" comparisons to show how the business has changed through the years. While many things have changed, the core of who we are has remained steadfast.

As the third-generation owners, my step-brother Dan Boyd and I are deeply honored to carry on this family tradition. We are incredibly grateful to all of you for your support and for growing alongside us throughout the years.

Take care,

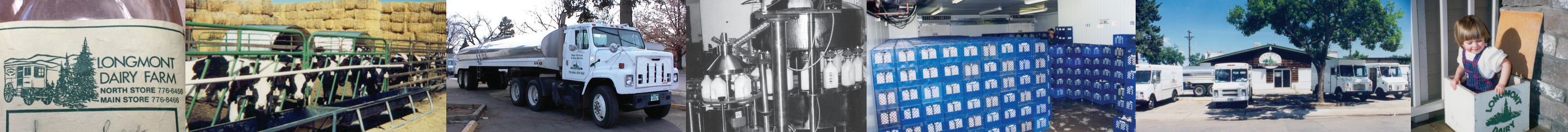
Katie

Save 50¢ on Pro-to-Go in January

Building Muscles Requires Protein. Give it a Boost in the New Year!

Add 14 grams of protein to your day with an 8-ounce glass of our Pro-to-Go milk. A great meal replacement or snack, it's delicious, creamy, and has no chalky taste. **Save 50¢ per bottle on January deliveries.**





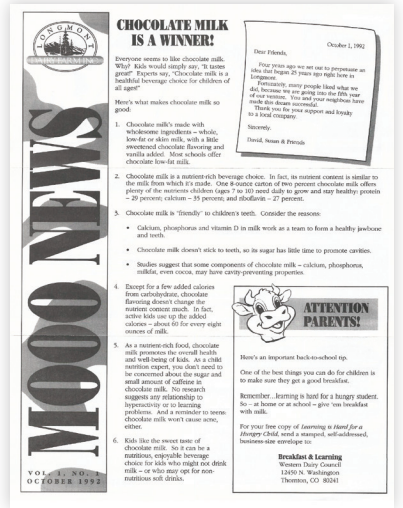
A BRIEF HISTORY



1965

Jim Boyd, Reese Boatman, and Karl Obluda move from Golden to start Longmont Dairy Farm. Having worked in the dairy industry in Golden, Boyd, Boatman, and Obluda are interested in starting their own business. Long time dairymen, they decide to start a milk delivery business.

Jim, Reese, and Karl start with a small processing plant behind the Boyd's home on Coffman Street, a small dairy herd, and an old milk truck. They milk the cows by 6:00 a.m., process the milk the same day, and deliver it cold and fresh by 6:00 a.m. the following morning. In the 60s, customers came by the family home to buy milk from the dairy. David's mother and sister went out to the processing plant, behind the house, to sell milk in bottles to the customers.



1988

Co-founders Boyd and Boatman retire from the business, but the family tradition is assured by David and Susan Boyd entering the business. Both had grown up in agricultural families.

1991

The first Moo News is published as a unique way to keep customers informed and provide feedback to Longmont Dairy Farm.

1994

Longmont Dairy buys a larger farm and expands the existing barn to milk more cows.

1999

With a strong commitment to customer service, Longmont Dairy launches a website with order-change forms, information on the company, nutritional data, a Kids' Corner, and Moo Recipes. Holiday eggnog bottle design contest begins.



2001

Longmont Dairy hosts its first National Chocolate Milk Mustache Tour at the North Store. Jim and Reese had opened Longmont Dairy's North Store, located on Highway 66 and North Main Street in Longmont, decades earlier. The location is a fun stop for ice cream and dairy products.

Taking advantage of new technology to improve customer service, online order changes are added to the website.



2002

The Moo Goose nests at the North Store. Standing over 7½ feet tall, it is one of 22 larger-than-life geese throughout Longmont that are part of the "Geese Galore" community public art project.

2007

Longmont Dairy opens its new office and truck repair facility.

2008

The dairy continues to advance technology, working on new internal and external systems to help our customers manage their accounts.



2011

Longmont Dairy is featured on The Tonight Show broadcast on October 3, 2011. The dairy's selling brochure is targeted by Jay Leno as one of the evening's humorous headlines. Leno brings down the house with the brochure's verbiage of the dairy's guarantee that their milk "is unconditionally guaranteed until you drink it!" He adds, "After that, all bets are off." Of course, Longmont Dairy guarantees their milk, period. Jay Leno loves the milk we sent him.

2012

Milk Caps for Moooola, a fundraiser program created by Longmont Dairy to help local schools earn needed funds for education, begins in November 2012.



2014

After only two years, local schools participating in the Milk Caps for Moooola program collect 1 million bottle caps, earning \$50,000 for education.

2015

Longmont Dairy celebrates its 50th Anniversary. Katie Copeland and Dan Boyd become co-owners after over four years of helping to run the business. As teenagers, both Dan and Katie worked for the Dairy doing various jobs. After college they both worked for corporations in California and Colorado and then decided to come back to run the family business.

2018

Completed a plant renovation and expansion. This allowed us to grow our business and start brewing our own Tea and Cold Brew Coffee.

2020

Added daytime deliveries to accommodate the influx of people requesting our services during the COVID-19 pandemic.

2024

Surpassed 15 million caps (\$750,000) through our Milk Caps for Moooola program, benefitting over 400 schools.





MOOO RECIPES



With 22 grams of protein per serving, these delicious pancakes make a great breakfast or snack. To change it up a bit, choose a flavor from the Enjoy Biscotti Oatmeal Variety Four Pack!



More Than Just Biscotti

Enjoy Biscotti is a woman-owned business located in Wheat Ridge. Founder Mary Sherman personally bakes all their products with the best ingredients that are locally sourced whenever possible. According to Mary, "It's more than a business. It's a joy."

Thanks, Mary, for providing us with delicious, handmade oatmeal, granola, and biscotti.

If you have never tried Enjoy Biscotti, now is the time! **Save 50¢ on Oatmeal and Granola during the month of January.** Order today!

Protein Pancakes

- | | |
|---|---|
| 4 eggs | ¼ c. whole wheat flour |
| 1 c. Daisy cottage cheese | ½ tsp. baking powder |
| 1 banana, peeled | 1 tsp. vanilla extract |
| ¾ c. oats, uncooked, or 1 pkg. Enjoy Biscotti oatmeal | ¼ tsp. almond extract (optional) |
| | blueberries and strawberries (optional) |

Combine ingredients and blend until smooth. Add blueberries (or chocolate chips) if desired. Pour batter onto lightly greased pan and cook on medium heat. Top with sliced strawberries. Makes three servings.

Try replacing the oatmeal with one packet of Enjoy Biscotti Oatmeal. The Variety Pack includes Toasted Almond, Orange Cranberry Toasted Pecan, Chia Cherry Berry, and Gingered Pecan.



Warm Up with Tico's!

Loaded with tomato and creamy goodness, a bowl of **Tico's Tomato Soup** will make any meal hearty and satisfying.



Tasty Brats

All-natural **Charcutnuvo Apple Gouda Bratwurst** is made with Pork, Organic Apples, and Smoked Gouda Cheese. Perfect for cozy winter meals, these flavorful brats pair beautifully with roasted vegetables or your favorite mustard sauce.



Clip and file in your recipe collection!

Use this QR code to find the recipe online.



JANUARY—PRODUCTS OF THE MONTH

Bread

Orange Cranberry

Prefare Meal

Italian Wedding Soup

Rome's Sausage

Meatballs

