

DAIRY+ HEMP 2.0



Get Dairy Hemp!TM Elevating Tradition Through Innovation

Rovey Dairy Farms • DMI • Onward Logistics International

The Opportunity

Consumers want functional, sustainable nutrition. Dairy needs to evolve with health-forward, environmentally conscious shoppers.

Food-grade hemp bridges the gap: adds omega-3s, CLAs, and plant protein while supporting regenerative agriculture.

Dairy+HempTM is not a replacement—it's an evolution, enhancing milk's nutrition and sustainability for the next generation.

Why Rovey Dairy Should Lead

Competitors (Pacific, Hempco, Dutch Hemp Foods, Manitoba, etc.) are already investing in hemp milk.

If dairy doesn't lead, hemp will arrive as a replacement—not an enhancement.

Rovey Dairy can own the narrative: "Get Dairy Hemp!" positions dairy as functional, innovative, and farmer-first.



The Differentiator

Protects dairy's core: Combines hemp + milk, keeping dairy central to the value story.

Farmer-led innovation: Credibility and authenticity that CPGs can't match.

DMI partnership: Ensures legitimacy, national visibility, and consumer trust.

Strategic Rationale

Own the category: Define "Dairy-Hemp" before plant-based rivals do.

Insulate dairy's future: Set the standards, own the language, capture first-mover advantage.

Legacy play: Paul Rovey becomes the national face of dairy innovation—bridging tradition and next-gen nutrition.

Market Expansion Opportunity

"How Dairy+Hemp™ unlocks category growth"

- Current U.S. Milk Alternatives Market: ~\$10B
- Dairy Market Share Recapture Potential
- Hybrid category = incremental dollars, not share-shift

TAM + Value Creation Projection

- TAM today (Dairy + Plant-Based alt): ~\$40B+ combined
- Premium Dairy Innovation forecast CAGR
- Hybrid premium category forecast > Adds \$3-5B over 5-7 years
- Adoption ramp (similar to Lactaid + Protein Milk curves)

Premium Pricing & Margins

Prototype positioning vs. existing categories:

Product	Avg Retail	Margin Profile
Commodity Milk	\$0.20/gallon margin	Low
Oat/Almond	\$4-6 per half gallon	Moderate
Hemp Milk (competitors)	\$6-9 per half gallon	High
Dairy+Hemp™	\$4-6 per half gallon	High-Premium

Dairy gets a premium beverage revenue stream without losing volume

Core Partners & Roles

Partner	Role	Contribution
Onward Logistics Intl	Organizer & IP Steward	Coordinates supply chain, IP, and market rollout across NA & EU.
Creative Allies (Michael Avery)	Branding & Capital	Develops "Get Dairy Hemp!" campaign, investor and retail strategy.
Rovey Dairy Farms (Paul Rovey)	Pilot Leadership	Hemp-fed dairy trials, flavor profiling, and product validation.
DMI	Umbrella Sponsor	National marketing, R&D alignment, and regulatory oversight.



Regulatory Roadmap

Clear path from pilot to shelf:
Feed Trials + Nutrition Data (0–9 months)
Hemp Biomass Safety Verification

Label & Claim Structure:

- “Omega-Boosted Dairy”
 - “Regenerative Ingredient Sourcing”
- DMI-backed advocacy with FDA + USDA

Sustainability Benefits (Why Retailers Will Say Yes)

- Hemp = lower water input, regenerative crop
- Feed circularity = stronger dairy carbon performance
- ESG-aligned branded storytelling = retail acceleration

Hemp helps dairy win the sustainability conversation — not lose it

Dairy+Hemp™ 2.0 Launch Plan

Proof of Concept (POC): “Get Dairy Hemp!!”

Objective: Validate commercial viability, nutrition, and consumer demand.

Steps:

Produce 2–3 pilot SKUs (hemp-fed dairy & blended hemp-dairy).

Gather lab-verified nutrition data (CLA, Omega-3, GLA).

Launch regional retail & e-commerce pilots.

Secure LOIs from retailers and distribution partners.

Publish results under DMI’s “Get Dairy Hemp!” campaign.

Why Now:

Hemp legalized in Arizona (2019): regulatory greenlight + local sourcing.

Functional dairy trend: high-growth category for omega-boosted milk.

Sustainability edge: hemp is drought-tolerant, regenerative, and feed-enhancing.

Benefits to Rovey Dairy:

Brand Legacy: Pioneer of hemp-fed, omega-enhanced dairy.

New Revenue: Premium SKUs and licensing opportunities.

Industry Recognition: DMI-backed leadership in sustainable dairy.

Capital Access: Onward + Creative Allies secure pilot funding.

Vision: The “Get Dairy Hemp!” Campaign

A DMI-led national education and innovation platform:

Makes dairy the nutritionally superior choice again.

Bridges tradition with next-gen consumer values.

Protects dairy’s market share by evolving the category.

Sparks pride and engagement across the dairy community.

**Together we honor dairy’s legacy while pioneering its future.
Get Dairy Hemp!™**



Phase II - International Expansion

(Contingent on U.S. Validation)

Long-Term Expansion Considerations

-  **Swiss Market as a Premium Dairy Innovation Hub**
 - ✓ Mature, high-quality market, realistic once U.S. model is proven with repeat customers and strong demand (3-5 years post-launch).
-  **Strategic Swiss Advisory Interface**
 - ✓ Guidance from Peter Wild / Beryll Swiss Family Advisory ensures long-term strategic insight and alignment with Swiss part-networks.
-  **Alignment with Established Dairy Processors**
 - ✓ Future dialogue focused on leaders such as **Emmi Group** or comparable EU partners, conditional on proven consumer pull product.
-  **EU Regulatory-Compliant, Food-Grade Positioning**
 - ✓ Strict adherence to Swiss & EU regulations.
-  **Dairy-Forward Discipline**
 - ✓ Product remains clearly positioned as a dairy enhancement, focusing on functional, plant-based nutritional support.

Guiding Principles

-  **Structured Coordination**
 - ✓ Engagement aligned with cooperative stakeholders and strategic advisors.
-  **No Premature Exclusivity**
 - ✓ Territorial/commercial rights defined only through negotiated agreements.
-  **Regulatory Clarity**
 - ✓ Full compliance within Swiss & EU food-grade frameworks.
-  **Properly Negotiated Framework**
 - ✓ Retail or co-manufacturing formalized through structured agreements.



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