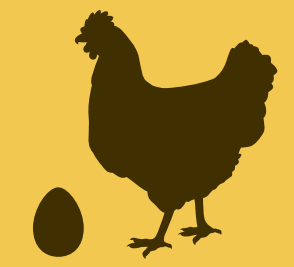
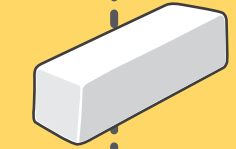


# WHO GROWS YOUR BREAKFAST?



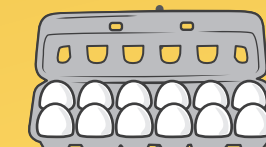
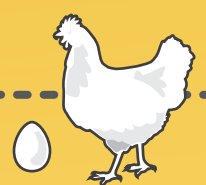
## BUTTER

ORGANIC VALLEY •  
WESTBY CREAMERY  
COOPERATIVE



## BOILED EGG

• ORGANIC VALLEY  
• NEW CENTURY FARM



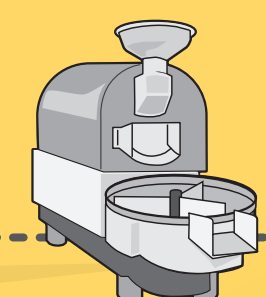
## CREAM

• ORGANIC VALLEY



## COFFEE

EQUAL EXCHANGE •  
JUST COFFEE •



## TOAST

NATURE'S BAKERY COOPERATIVE •



willy street co-op

### What is Principle Six?

- 1 Small Farmers or Producers
- 2 Local Farmers or Producers
- 3 Co-op or Non-profit Business

Every P6 Product Must Meet  
2 of the 3 Criteria Above.



**A BETTER  
START  
TO YOUR DAY**

## What are you having for breakfast this morning?

Why not start your day with a breakfast that's good for you AND good for those who produce your food?

P6 products leverage the power of co-operatives to build a better food system by shifting the focus where it should be: small farmers, local producers, and co-op businesses.

Next time you purchase your morning breakfast, think about where your money goes. Choose P6 products when you select your eggs, toast, coffee, and dairy products, and know that with every purchase, you are helping to build a sustainable, alternative economy.

*Know your food. Love your farmer. Join the movement.*



www.p6.coop