




## Dean Foods: A clear and focused strategy




**Vision: Be the most admired and trusted provider of wholesome, great-tasting dairy products at every occasion.**

Provide unmatched products and services to our customers	Drive significant cost advantage	Establish cost and margin predictability
<ul style="list-style-type: none"> <li>Provide full dairy portfolio at best value</li> <li>Invest and partner with winning customers</li> <li>Leverage the scale of the Dean national processing &amp; distribution system to bring innovation to market (eg, TruMoo)</li> </ul>	<ul style="list-style-type: none"> <li>Lowest input costs</li> <li>Best in class production and distribution efficiency</li> <li>Optimize supply chain network                             <ul style="list-style-type: none"> <li>Step up investment levels in strategic facilities</li> <li>Close less strategic plants</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Deploy risk management programs to reduce commodity volatility and disruptions to the supply chain</li> <li>Maintain pricing and margin management discipline using advanced analytics</li> </ul>

**...While never, ever compromising on quality, safety, customer service or our people.**

## Continuous Improvement Mindset



MANAGEMENT OPERATING STRUCTURE (MOS)	CONTINUOUS IMPROVEMENT
<ul style="list-style-type: none"> <li>Systematic process used to identify, value, prioritize, resource and sustain improvement opportunities</li> <li>Anchored by a core meeting structure that is used to process each improvement opportunity</li> <li>Meeting structure is complimented by a variety of tools selected to most effectively maximize the results of a specific opportunity.</li> </ul>	<p><b>CI MINDSET: "What we did yesterday we will do better today!"</b></p> <ul style="list-style-type: none"> <li>CI is a relentless pursuit for improvement</li> <li>CI is a diligent attention to detail</li> <li>CI is a determination to find root cause</li> <li>CI is an unwavering commitment to identify, prioritize and realize opportunities</li> <li>CI is a pledge to develop an enduring process</li> <li>CI is a dedication to employee engagement</li> </ul>

