



## THE MARKET

Jones Dairy Farm has built its remarkable reputation as a leader in the breakfast meats category by staying true to one simple philosophy: make quality products without cutting corners. Jones began as a breakfast sausage company back in 1889. Since then, breakfast sausage has become a staple in American diets, with about 40 percent of households serving the item regularly. Retail sales have seen exceptional growth over the last few years, and current category sales are estimated around \$1 billion. Recent category growth has been fueled in part by the trend toward high-protein, low-carbohydrate foods. Therefore, breakfast meats and eggs are more and more often replacing cereal and toast on America's breakfast tables. For well over a century, Jones products have been a vital part of this ever-growing category.

Jones sausage holds a unique position within the breakfast sausage market: it is made only from all-natural ingredients. The natural foods movement has been gaining steam since the 1990s. As baby boomers age, awareness of the link between diet and health has grown substantially, resulting in an increased interest in wellness with consumers seeking out minimally processed, all-natural items. Recent statistics show that the market for natural foods now accounts for \$15 billion annually with growth of 8 to 10 percent expected over the next several years. Jones



## ACHIEVEMENTS

In addition to great taste and commitment to quality, innovation is a Jones legacy. When Jones first started making sausage and selling it commercially, most people were grinding their own sausage at home, a very laborious task. Jones provided a convenient way for consumers to put a homemade breakfast on the table — a novel idea in the late 1800s. Homemakers never had to feel guilty about serving Jones products because they were made with the same care they would have put into making it themselves.

Because they are dedicated to delivering fresh, all-natural products, Jones Dairy Farm was one of the first meat packing

companies to quick-freeze sausage. In the early days of the company, the Jones family quickly built demand for their products in the northeastern United States. Jones sausage was all being produced in Wisconsin, so a process needed to be developed to facilitate shipping to the Northeast. They found that the new quick-freeze process locked in freshness without the need for chemicals or preservatives, and enabled them to deliver farm-fresh sausage thousands of miles from Wisconsin. Today, the Northeast still remains one of Jones' key customer bases.

While the company remains traditional and family-owned, they embrace modernization and continually work on product enhancements, line extensions, and new products, often coming up with cutting-edge ideas before the competition. One example is the development of fully cooked and browned sausage with heat and serve convenience. This new sausage line was launched in the early 1980s when microwaves were beginning to become a standard in American households. Another innovation is Jones light breakfast sausage, which contains 50 percent less fat, 40 percent fewer calories, and 30 percent less sodium than ordinary pork sausage. All totaled,

Jones now produces more than 200 products, including a growing amount that are made specifically with tastes of international consumers in mind.

## HISTORY

In 1832, Milo Jones, a government surveyor, moved from Vermont to Fort Atkinson, Wisconsin, and a few years later his wife, Sally, and two children followed. Among their possessions was a family recipe for sausage that years later would go on to become the cornerstone of the family business.

The sausage that the Jones family made was a favorite among neighbors in the Fort Atkinson area. But it was Milo and Sally's son, Milo C., who first had the idea of commercially producing the sausage. Milo C. was stricken with rheumatoid arthritis, which left him crippled. Longing to

have a productive life despite his affliction, he decided to take the family recipe and turn it into a business. Early stories tell that Milo C. would ask to be carried to the cheese kitchen at the Dairy Farm to supervise the chopping of lean pork cuts, the rendering of lard, and the stuffing of sausage into natural casings, all done by hand.



In the early stages Milo C. began selling the sausage to Wisconsin grocers, neighbors, and friends. However, his sights were set on a larger market, Chicago, so he began by writing to wealthy Chicagoans and taking mail orders. Before long the sausage was being delivered by rail to the city. With his eye on further



expansion, Milo C. would review Boston and New York society pages in search of more potential mail order customers. This unique approach was ultimately successful and helped boost Jones sales in the northeastern United States. Orders soon poured in from all over the country, and the brand began to grow.

## THE PRODUCT

Pork, salt, and spices. These are the ingredients in Jones signature pork sausages and they have been the same ingredients since the beginning of Jones Dairy Farm more than 115 years ago. Jones is fully aware that consumers do not want their breakfast sausage filled with MSG, chemical additives, gluten, or allergens, so Jones has set standards that include not using artificial ingredients.

While the savory sausage is the first and most popular product line from Jones Dairy Farm,



it is not the only one by any means. In addition to sausage links and patties, Jones produces hams, bacon, Canadian bacon, liver sausage, scrapple, and breakfast sandwiches.

One major difference found between Jones and other companies is that Jones only uses choice cuts — shoulders, loins, and hams — rather than the trimmings traditionally used by other manufacturers. Additionally, Jones has one of the top quality assurance programs in the United States. They operate a modern bacteriological and chemical laboratory to support comprehensive quality and weight standards. They have one of the few A2LA-accredited labs in the nation to be owned by a privately held company, and they were the first red meat company to become NSF-certified in 2000. They're also a leader in pathogen on-site testing programs.

## RECENT DEVELOPMENTS

Convenience, farm-fresh flavor, and natural ingredients are the components in the newest products emerging from the Jones kitchen. Jones All Natural Ready-to-Cook Maple Breakfast Sausage combines the already popular natural sausage link with a burst of maple flavor. The maple breakfast sausage marks the first time Jones had added a flavored extension to the All Natural line of products.

Jones has also recently developed a unique line of breakfast sandwiches, which combine popular breakfast meats with specialty breads like French toast, waffles,

pancakes, and grilled sourdough bread. These sandwiches are convenient, on-the-go meals for today's busy consumers. Jones breakfast sausage and ham are paired with eggs and cheese in these flavorful sandwiches.

Jones has made simple, all-natural products since 1889. Recently, there has been renewed appreciation for natural products in a healthful diet. Jones has always been all-natural, and the company's packaging was recently updated to more clearly communicate that benefit. Advertising and promotion of Jones sausage has also become focused on the brand's all-natural standard.

## PROMOTION

As early as 1903, Jones could be seen in leading publications like *Saturday Evening Post*, *Literary*



*Digest*, and *Good Housekeeping*, where the famous Jones "Little Pig Sausages" ads first appeared. TV commercials featuring members of the Jones family followed years later. All included the family farmhouse and highlighted the all-natural ingredients used in their products. Jones Dairy Farm has built its reputation on being a family-owned business with family values. Smartly, Jones has continued to publicize this fact in its advertising, as reflected in the brand's current tagline: Family Farmhouse Recipes Since 1889. Additionally, the original farmhouse continues to be depicted on all Jones Dairy Farm packaging and marketing materials.

## BRAND VALUES

The mission of Jones Dairy Farm is to continue its heritage of family ownership while providing only the highest-quality packaged meat products made under world-class food safety standards. Product innovation and unparalleled customer satisfaction remain cornerstones for growth.

## THINGS YOU DIDN'T KNOW ABOUT JONES DAIRY FARM

- In September 2001, Philip Jones, the great-great-grandson of Jones Dairy Farm founder Milo Jones, became the president and CEO of Jones Dairy Farm. Philip's appointment to this role marked the start of the sixth generation of Joneses to lead the company.
- Jones Dairy Farm owns the patent to using rice as a fat replacer in products.
- The original Jones Dairy Farm is listed on the National Register of Historic Places.