



27th October 2020

TO WHOM IT MAY CONCERN

Dear Sir/Madam

PRICE INCREASE FROM JANUARY 2021

I am just writing to inform you of a price increase that we must put into place from the 1st January 2021. Muller's farmgate price was increased and notified to their farmers, effective from 1st November but they have allowed us extra time to process this increase to the schools as we advised them that many schools take payment termly up front so it wouldn't be able to be effected in November.

Earlier this year, we did also take a half penny increase per carton but absorbed this as it was a difficult time and again, we assumed that parents had already paid for their milk. As it happens, the schools closed for the pandemic so some of it was not utilised.

We try to work with our suppliers continually to keep prices affordable, but as a gesture to the farmers, we do also have to protect their livelihoods. Part of DairyLink's core mission has always been to support the British Dairy Farmers. Therefore, this price increase will now take place from the 1st January 2021 and we thank you for your continued support. There will be a 1 pence per carton increase and overall, a 2 pence per litre on any other milk products.

Muller also advise, that the increase coincides with their long term plan to change the plastic straw used on the 189ml cartons to a paper one as required by legislation and that change comes at a significant cost increase requiring a one pence per unit rise from the same date although we expect the new straw to be in place ahead of this.

If you need anything further, please do not hesitate to contact us, but again, thank you for your continued support and custom, it is greatly appreciated.

Yours faithfully

B. A. Griffiths

Barbara Griffiths
Managing Director