



615 North Main Street, Westby, WI 54667

## FOR IMMEDIATE RELEASE

**Contact:** Pete Kondrup, General Manager, Westby Cooperative Creamery, phone: 608-634-3181 ext. 120, [pkondrup@westbycreamery.com](mailto:pkondrup@westbycreamery.com); or, Steve King at 414-218-3835, [sking@kbs-gds.com](mailto:sking@kbs-gds.com)

### **Westby Cooperative Creamery Expands New Organic Brand with Addition of Butter.**

**Sept. 17, 2018 (Westby, WI):** *Westby Cooperative Creamery* has expanded on their new Organic Brand with the addition of an Organic Butter product; joining *Westby Organic* brand 4% and 2% small curd Cottage Cheese, regular cultured Sour Cream, and cultured French Onion Dip, which were introduced in 2017. These *Westby Organic* brand products are Grade-A, NON-GMO, and certified-organic according to U.S. Department of Agriculture (USDA) organic standards.

The new 1.0 Pound/4 Quarters Organic Sweet Cream Butter is Lightly Salted with Celtic Sea Salt® and contains 85% Butterfat. Sweet Cream Lightly Salted Butter is ideally flavored for spreading and melting on foods, and the high 85% Butterfat content is often preferred for cooking and baking.

According to Pete Kondrup, General Manager: "The demand for organic dairy food products has grown consistently over the past several years. With the successful launch of our first *Westby Organic* brand products in 2017, the market was demanding more. We're delighted to meet this growing demand with the introduction of our new *Westby Organic* brand Butter product. We invite consumers to take home country goodness from the family dairy farms of *Westby Cooperative Creamery* in each of our many award-winning dairy products. Initially, this new Butter product will be available for sale and distribution to retail grocery stores and food service outlets only in Wisconsin and Minnesota," concludes Kondrup.

In addition to the 1.0 Pound/4 Quarters retail product, this new Organic Butter will also be available in bulk sizes of 40 lb. and 55 lb. boxes for use in Food Services and Food Ingredients.

*Westby Cooperative Creamery* is unique as one of just a few dairy cooperatives across North America to accept two types of milk from its member-owners. As defined by accepted dairy industry terms, these two milk-types are conventional-milk and certified-organic-milk. All milk supplied by the small dairy farm family member-owners of *Westby Cooperative Creamery* is Grade-A and rBST-free\*.

*Westby Cooperative Creamery* is now in its 115th year of operations, beginning in 1903. It was during calendar year 2007 that the cooperative's Board of Directors agreed to extend membership to certified-organic dairy farms. Today, over half of the 225 family dairy farm member-owners of the cooperative are certified-organic; supplying nearly 70% of the 165-million pounds of milk delivered annually by all members. This total annual volume of milk supplied has more than doubled in the past dozen years.

From this milk, the total yearly pounds of award-winning consumer dairy foods produced by the Creamery manufacturing plant has more than tripled in the past ten or more years; from just under 7-million pounds to over 26-million pounds. Approximately 40% of all products manufactured are certified-organic dairy food products; including Cottage Cheeses, Sour Creams, Dairy Dips, and Yogurts.

Connect with [www.westbycreamery.com](http://www.westbycreamery.com) for your nearest store location.

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\*No significant difference has been shown between milk from rBST/rBGH treated or non rBST/rBGH treated cows.



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(Label-Image-A)



(Carton-Image-B)

(Caption) *Westby Cooperative Creamery* has expanded on their new Organic Brand with the addition of an Organic Butter product. The new 1.0 Pound/4 Quarters Organic Sweet Cream Butter is Lightly Salted with Celtic Sea Salt® and contains 85% Butterfat. Sweet Cream Lightly Salted Butter is ideally flavored for spreading and melting on foods, and the high 85% Butterfat content is often preferred for cooking and baking.

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(Image #7702)