



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; or, Steve King at 414-218-3835, sking@kbs-gds.com

***Westby Cooperative Creamery* receives Wisconsin Dairy Processor Grant to Expand Distribution of Innovative Bagged-Fresh-Yogurt Dispensing System.**

April 9, 2019 (Westby, WI): *Westby Cooperative Creamery* has received a Dairy Processor Grant from the *Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)*; for the purpose of expanding distribution of an innovative bagged-fresh-yogurt dispensing system to schools, colleges, hospitals, and other such institutions across Wisconsin. The initial focus will be community school districts.

This unique bagged-fresh-yogurt dispensing system was developed for user-creation of single-size, fresh yogurt parfaits. *Westby Cooperative Creamery* has been working in a close partnership with the developers of this innovative dispensing system, *Perfect Parfait Holdings LLC*, Frisco, Texas; on what is now a market-proven system in the Breakfast & Snack Serving areas of major hospitality chains. *Perfect Parfait* has been awarded over 25 Patents on their fresh dispensing system in the USA and Europe, with several other countries currently in process.

Says Russ Vulpitta, CEO of *Perfect Parfait*: "We could not have chosen a better partner for this new business venture than *Westby Cooperative Creamery*. Their history of award-winning, farm-fresh quality in cultured dairy foods production, along with their entrepreneurial spirit as a farmer-owned cooperative, and their daily can-do/will-do attitude of cooperation; makes us proud to call this Wisconsin dairy cooperative our valued partner. Together, over the past few years, we have proven the performance of this bagged-fresh-yogurt dispensing system in the hospitality/lodging industry; and are ready to expand into new markets."

Adds Mark Rutlin, Sales Manager of *Westby Cooperative Creamery*: "With consumer demands for more healthful foods, more fresh foods, and more locally-produced foods; we knew this self-serve dispensing system would be ideal for making farm-fresh yogurt parfaits in schools, colleges, hospitals, and other institutions. With this Wisconsin Dairy Processor Grant, we're ready to take our locally-made yogurts; made with the *country goodness* of the highest-quality fresh milk from the small family dairy farms of our member-owners; all of which is Grade-A and rBST-free*; into local schools across our great state."

The partnership with *Westby Cooperative Creamery* is just the beginning of the connections that the *Perfect Parfait* company has within the state of Wisconsin. A company in Cedarburg, WI, *GHL Industries*; handles the importing of manufactured components, final assembly, and quality control of the finished dispensing units; along with logistics and other services under direction of *Perfect Parfait*. And, the investors in *Perfect Parfait* have direct ties to businesses in Wisconsin. (www.perfectparfaityogurt.com)

Pete Kondrup, General Manager of *Westby Cooperative Creamery* says: "I believe we are known within the Dairy Foods Industry for what we like to call – *Westby Ability and Agility* – our *ability*, with batch-processing production systems, to handle smaller product runs; and our *agility*, as an independent and farmer-owned cooperative, to respond to the needs of our customers as a true partner in their business."



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For *Perfect Parfait*; that ability and agility was needed for the packaging of a bagged, fresh-yogurt product; to be easily loaded on-site into the dispenser casing. Total package weight of the clear bag is 14-pounds, providing 56 four (4) ounce servings of yogurt per bag. A specially designed bag-filler machine was installed by *Perfect Parfait* in the *Westby Cooperative Creamery* production facility for final bagged-product packaging.

Initially, two flavors of the bagged-fresh-yogurt products will be available for schools. These are Creamy Low-Fat Plain, and Creamy Low-Fat Vanilla. Other flavors may follow in the future, and Greek-Style yogurts. *Gordon Foodservice* will be the primary distributor in fulfilling orders for these bagged-fresh-yogurt products.

In a school cafeteria setting, the dispensing units can be used by service-workers to more quickly and easily pre-make yogurt parfaits for students, to then be served at cafeteria lines; likely in a Grade School or Middle School. Or, in a High School; the dispensing units could be placed at a self-service station, with toppings; where older students could be creative in making their own individual yogurt parfaits. Many schools across the state now provide Breakfast, Lunch, and Snack food services for students.

As a dairy product, *Westby* Brand yogurt products provide nutritional benefits from Protein, Calcium, Vitamin-D, and Potassium. Yogurt is well recognized as a food-source of high-quality Protein. According to school nutrition guidelines, the Protein in a 4-ounce serving of yogurt is equal to one (1) meat-alternate serving. Providing yogurt may help school districts meet food regulatory requirements.

Westby Cooperative Creamery is the longest running farmer-owned Dairy Cooperative in Wisconsin, in continuous operations since its founding in 1903; and today, meets the stringent requirements of the *SQF Code* for food safety and product quality as certified by the *Food Safety & Quality Management System* (Number 108139). (www.westbycreamery.com)

The nearly 200 family dairy farm member-owners of the cooperative supply 165-million pounds of milk annually to their Creamery manufacturing facility. This annual volume of member-milk supplied has more than doubled in the past ten years. From this milk, the total yearly pounds of award-winning dairy foods manufactured has more than tripled in the past ten+ years; from just under 7-million pounds to now over 25-million pounds.

Products include Cottage Cheeses, Sour Creams, Dairy Dips, Yogurts, Cheese Curds and Hard Cheeses; for Private Label, Food Service, Ingredient, and Retail Grocery Store market channels. Approximately 40% of all products manufactured by the cooperative are certified-organic dairy food products. In 2018; the City of Westby, WI, was proclaimed, by then Governor Scott Walker, as *The Cottage Cheese Capital of Wisconsin*.

Westby Cooperative Creamery is a participating organization in *F.A.R.M. – Farmers Assuring Responsible Farm Management* – created by the *National Milk Producers Federation (NMPF)*. By participating in this National Dairy FARM Program, the dairy farm families of *Westby Cooperative Creamery* demonstrate their commitment to safe, wholesome, dairy products through quality farm management practices and the highest standards of animal care and environmental stewardship. (www.nationaldairyfarm.com)

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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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See photos and captions below – contact Steve King (information above) for the images shown.



Mark Rutlin (seated right), Sales Manager, *Westby Cooperative Creamery*; in a signing ceremony with Wisconsin Secretary of Agriculture, Brad Pfaff, for a Dairy Processor Grant from the *Department of Agriculture, Trade and Consumer Protection (DATCP)* to expand distribution of an innovative bagged-fresh-yogurt dispensing system to schools, colleges, hospitals, and other such institutions across the state of Wisconsin. Standing, left to right: Charlotte Litjens, Farm to School & Institution Program Manager-DATCP; and Krista Knigge, Division Administrator Agricultural Development-DATCP.



Farm Fresh Yogurt, from Dairy-to-Dispenser, is delivered to consumers in a partnership between *Westby Cooperative Creamery* and *Perfect Parfait Holdings LLC*. A Grant from the *Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)* will expand distribution of this innovative bagged-fresh-yogurt dispensing system (sample above) to schools, colleges, hospitals, and other such institutions across the state of Wisconsin.



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