



*Take home  
country  
goodness!™*

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 adds to 1<sup>st</sup> Place Awards at 2016 World Dairy Expo Championship Dairy Products Contest**

**Oct. 7, 2016 (Westby, WI):** Westby Cooperative Creamery ([www.westbycreamery.com](http://www.westbycreamery.com)) has won a 1<sup>st</sup> Place Award at the **2016 World Dairy Expo Championship Dairy Products Contest**, a national awards competition organized by the Wisconsin Dairy Products Association. The award presentation was held in Madison, WI, on October 4, at the annual World Dairy Expo event.

The award winning product, receiving a near perfect score of 99.65 points in the category of Greek Yogurt (Plain), is Smári Organics (Icelandic) brand yogurt ([www.smariorganics.com](http://www.smariorganics.com)); manufactured by Westby as a private-label brand customer.

Says Pete Kondrup, General Manager of Westby Cooperative Creamery: "We are extremely pleased to have now earned a first-place award for one of the many yogurt product varieties that we produce for private-label, food-service, and food-ingredient customers. We began producing yogurt products, from both the conventional and certified-organic milk supplied by our member owners, in 2007. In recent years we have received first-place awards in this World Dairy Expo competition for our Westby brand 2% Low Fat Cottage Cheese, our Westby Regular Sour Cream, and our Westby French Onion Dairy Dip."

"Our French Onion dip also won the Grade-A Grand Championship award in 2014. So, each of the cultured dairy food product categories that we produce – cottage cheeses, sour creams, dairy dips, and yogurts – have now won a first-place award, and more, in this national program," concludes Kondrup.

Adds Loren Oldenburg, Westby Cooperative Board President: "This first-place award is further recognition of our overall product quality; which begins with rBST-free/Grade-A milk supplied by our member-owner family dairy farms, to processing at our state-of-the-art Creamery by experienced and trusted employees. This award is also gratifying since it is a national competition, organized by our state dairy products

association, and presented in conjunction with the annual World Dairy Expo event in Madison. We are all proud to be part of the historic dairy industry in Wisconsin -- America's, and the World's, Dairyland."

According to Brad Legreid, Executive Director of the Wisconsin Dairy Products Association, the winning entry was one of 1130 total entries in product categories including all types of aged and fresh cheeses, cottage cheeses, yogurts, sour creams, dairy dips, butter, whipping creams, ice creams, and fluid milks; all dairy products from fluid-to-frozen, soft-to-hard, cultured-to-components. With 47 judges from across North America, the products are diligently evaluated on all technical and sensual aspects of quality.

"There is no other national dairy product awards competition as complete, and as competitive, as the annual World Dairy Expo Championship Dairy Products Contest," says Mr. Legreid.

-end-



Photo-A

(photo-A caption)



Photo-B

Westby Cooperative Creamery has won a 1<sup>st</sup> Place Award in the product category of Greek Yogurt (Plain), for their manufactured private-label customer product Smári Organics (Icelandic) brand yogurt, at the **2016 World Dairy Expo Championship Dairy Products Contest**. This national awards competition is organized annually by the Wisconsin Dairy Products Association. Accepting the award on behalf of all family dairy farm member-owners and employees of Westby Cooperative Creamery, and for Smári Organics, at an event in Madison on October 4; are, (left) Travis Anderson, Quality Compliance Manager; and (right) Pete Kondrup, General Manager.