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Westby Cooperative Creamery Wins Grade-A Grand Champion at 2014 World Dairy Expo Championship Dairy Products Contest with Perfect Product Score of 100 Points.

Sept. 19, 2014 (Westby, WI): *Westby Cooperative Creamery* has won the **Grade-A Grand Champion** award at the **2014 World Dairy Expo Championship Dairy Products Contest**, organized by the *Wisconsin Dairy Products Association*. The Grand Champion product, receiving a perfect score of 100 points, is *Westby* brand Grade-A Cultured French Onion Dip, made with Sour Cream as a dairy-based dip.

According to Brad Legried, Executive Director of the *Wisconsin Dairy Products Association*, the winning entry was one of 400 entries in Grade-A product categories including fluid milk, yogurts, sour creams, dairy dips, cottage cheeses, butter, whipping creams and ice creams. Each product category is initially judged for a 1st Place winner, which then moves on to overall Grade-A Grand Champion judging.

"The judging is just like Olympics scoring," says Legried, "with product scoring that can be in tenths of a point. For a product to earn a perfect score of 100 points is rare, especially when competition is broad across the Grade-A product categories, and our judges are so experienced and knowledgeable. With over 35 judges from across North America, the products were well evaluated on all technical and sensual aspects of quality."

"This is our 12th year conducting the one and only all-national/all-dairy products awards competition," adds Legried. "This means we cover all dairy products from fluid-to-frozen, soft-to-hard, cultured-to-components, and taste-to-technology. There's no other product awards event as complete as the *World Dairy Expo Championship Dairy Products Contest*."

All winners will be featured with trophy presentations at the **World Dairy Expo** on Tuesday, September 30, 2014, at the Alliant Energy Center, Madison, WI.

Says Pete Kondrup, General Manager of *Westby Cooperative Creamery*: "We are extremely honored and pleased that one of our products was judged as the Grade-A Grand Champion, even more so with the perfect score of 100 points. It is recognition of our product quality; that begins with Grade-A milk from our member dairy farms, to processing at our state-of-the-art Creamery by experienced and dedicated employees, and enjoyed by thousands of consumers. We ask our many customers to *take home country goodness* from our family dairy farms, and now they can take home a Grade-A Grand Champion product as well."

Adds Loren Oldenburg, Westby Cooperative Board President: "This Grand Champion award is especially 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. It is further evidence that Wisconsin is America's, and the World's, Dairy Land."

Oldenburg concludes, "We celebrated the 110th anniversary year of *Westby Cooperative Creamery* in 2013, and now we can celebrate a Grand Championship award in 2014, along with a another 1st Place product category award. On behalf of our 175 dairy farm families, and 125 Creamery employees, we couldn't be more excited and proud about this industry recognition. We thank our patron-members, our business and production operations team, and our many suppliers, that work hard every day to produce the highest quality dairy food products from farm-to-fridge. Everyone has contributed to win this Grade-A Grand Champion award for *Westby Cooperative Creamery*."

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(photo caption)

Westby Cooperative Creamery has won the **Grade-A Grand Champion** award, judged with a perfect score of 100 points for their Grade-A Cultured French Onion Dip, at the **2014 World Dairy Expo Championship Dairy Products Contest**. This national awards competition is organized by the *Wisconsin Dairy Products Association*.