



FOR IMMEDIATE RELEASE

CONTACT: Pete Kondrup, Westby Cooperative Creamery,
(xxx) xxx-xxxx; pkondrup@westbycreamery.com

Steve King, OPEN ROADS, (414) 227-1000 ext. 3,
sking@openroads-bgdn.com

Westby® Cooperative Creamery Reaches Record Dairy Product Sales in 2009

Westby Cooperative Creamery of Westby, Wis., celebrated one of its most profitable years in nearly a decade at their 105th annual meeting on Jan. 30, 2009.

With total sales for the year nearing \$32 million, Westby doubled its annual sales from five years ago in 2004. Moreover, manufactured items for Westby and private label products were up 20 percent from the previous year.

General Manager for Westby Pete Kondrup believes it was a combination of the dedication shared among members of the coop, as well as new product development that has contributed to the business' growth last year. The coop also proved that even with historically low milk prices, manufacturing a product that customers want trumps the woes of a challenging economic climate, says Kondrup.

"We've been around for 106 years now, and we know what it takes to satisfy our customers," Kondrup said. "Everyone seems to be rallying behind the direction the coop is going, specifically with the development of an organic product, which is really taking off in our manufactured products side of the business."

A total of 96 million pounds of milk was recorded from Westby's dairy operators for the year 2009, which was reportedly up 5 percent from the previous year's total. Kondrup said about 70 percent of the total produced milk in 2009 went into manufactured hard cheese and cultured dairy product. Of that 70 percent, about half of the products were of an organic variety. The other 30 percent of the milk pounds were sold to the open market for manufacturing.

Kondrup was also proud to announce a return dividend 21-cents/CWT paid complete in cash to the coop members.

"The return dividend was a nice surprise to all of our members," Kondrup said. "With the milk prices the way they were this year, the extra bonus was a very positive sign of just how valuable our products are to our customers and consumers."

With growth in sales came growth in the Westby manufacturing plant in 2009. Ten new employees joined the Westby plant during the last fiscal year, bringing the total to 72. Recent expansion in the fat-free "Lite-n-Dreamy" yogurt was also a major development for Westby in 2009. Kondrup announced that Westby looks to continue its capital investment in the business with a \$500,000 projection for 2010.

"This is a very exciting time for all of us at Westby. We're taking the coop to places it had never been before and in a very short amount of time," Kondrup said. "What's more important is that all of the families, some of which have four and five generations vested into the coop, are seeing the progress ... we're all looking forward to what's to ahead of us in 2010."

About 150 coop members, board of directors, employees and guests attended the meeting, which was held at Our Savior's Lutheran church located in downtown Westby. The Westby Cooperative Creamery, a completely farmer-owned coop, has been a regional dairy product manufacturer and distributor since 1903. About 120 farm families comprise the Westby coop, who deliver milk fresh daily to the creamery to make the highest quality ingredients and products for their customers.

For more information, contact Pete Kondrup at (xxx) xxx-xxxx or Steve King of OPEN ROADS at (414) 227-1000 ext. 3.

-end-