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615 North Main Street, Westby, WI 54667



## **FOR IMMEDIATE RELEASE**

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### **Westby Cooperative Creamery Adds Curtis Rogers To Sales Team**

**August 10, 2018 (Westby, WI):** Curtis Rogers has joined Westby Cooperative Creamery as a Sales Representative to manage Westby brand product sales to retail food distributors and local retail grocery and convenience store outlets in Wisconsin, Minnesota, Northeast Iowa, Northern Illinois, and the Upper Peninsula of Michigan.

Curtis brings extensive experience in the food industry and retail store management to this Westby sales position, including seventeen years in local retail store operations and twenty years with Nabisco brand products in retail store distribution and district sales management.

"We're extremely pleased to welcome Curtis to our team;" says Mark Rutlin, Sales Manager, Westby Cooperative Creamery. "With his experience and knowledge well-earned over an impressive food industry career, he's the ideal person to now represent our retail dairy products."

Westby brand retail dairy food products include Cottage Cheeses, Sour Creams, Dairy Dips, Yogurts, Butters, Cheese Curds, String Cheese, and other Cheese products. In 2017, the Westby Organic brand was introduced as a new retail dairy products brand; including 2% and 4% Cottage Cheeses, Sour Cream, and French Onion Dairy Dip.

Westby Cooperative Creamery is now in its 115<sup>th</sup> year of operations and is unique as one of just a few dairy cooperatives across North America to accept two types of milk from its patron-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, sustainable, family dairy farm member-owners of Westby Cooperative Creamery is Grade-A and rBST-free\*.

Curtis and his wife, Lisa, have resided in Viroqua, WI, her hometown, for many of their 35 years of married life. Lisa is the second-generation of a local dairy farm family and long-term patron-member-owners of Westby Cooperative Creamery. The Rogers have two sons; one of whom is now a third-generation local dairy farmer, and also a patron-member-owner of Westby. With four grandchildren, potential fourth-generation of family dairy farmers has begun.

According to Curtis: "I am very proud and excited to now represent the small, family-owned dairy farms of Westby Cooperative Creamery; literally, from farm to fridge. I know first-hand that the pride and history of Westby brand dairy food products begins with the highest-quality milk from local family dairy farms; as



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it has since 1903. It's why we can ask our many retail distributors, store owners, and consumers to --  
Take home country goodness from the family dairy farms of Westby Cooperative Creamery."

Connect with [www.westbycreamery.com](http://www.westbycreamery.com) for employment opportunities, company and product information, and your nearest retail store location for Westby and Westby Organic brand products. -END-

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