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FOR IMMEDIATE RELEASE

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Introducing Westby Brand Organic Cheeses

April 27, 2011 (Westby, WI) --- Westby Cooperative Creamery is proud to announce the introduction of its first organic products produced under the Westby brand, a new line of Westby Organic Hard Cheeses. Certified Organic by Midwest Organic Services Association (MOSA) and the United States Department of Agriculture (USDA), and made in Wisconsin, these new cheeses are available in eight (8) ounce sticks and four cheese types – Colby, Mild Cheddar, Aged Cheddar, and Monterey Jack Pepper.

According to Pete Kondrup, Westby General Manager, “Our creamery is being supplied with an increasing volume of certified-organic milk from our members, and we are responding to an increasing demand from retailers and consumers for organic dairy food products,” he says. “ We have manufactured organic cheeses and yogurts from our member milk for private label customers for a few years now. Extending this milk source and production capability to Westby brand Organic Cheeses was a logical step forward.”

Adds Kondrup, “We believe Westby Cooperative Creamery is unique, not just because of our 100-plus year history, but because of our ability to provide our member-owners with a secure and profitable marketing channel for their milk, whether that milk is Grade-A/rBST-free, or certified-Organic. Likewise, we can provide our customers with the same milk choice when it comes to value-added dairy food products, like Cottage Cheeses, Sour Creams, Dairy Dips, Yogurts, and Hard Cheeses. We call it Westby ability and agility. We can do what others can’t,” says Kondrup.

“The Westby production facility is well organized and configured to handle the receiving and storage requirements of different milk sources,” adds Kondrup. “As importantly, our employees are well trained and experienced in matters of regulatory compliance to produce and package dairy foods from different milk types.”

According to The Organic Trade Association (OTA), organic foods and beverages are one of the fastest growing segments in the food industry, with organic dairy products growing at a rate of about 25 percent per year.

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Please visit www.westbycreamery.com for additional information on this cooperative of Family Dairy Farms.

