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FOR IMMEDIATE RELEASE

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Grassland Dairy Products, Inc. To Be Featured in Upcoming Innovations Series

Greenwood, WI, September 21, 2016—Grassland Dairy Products, Inc. is excited to celebrate the 50th anniversary of World Dairy Expo. Over 70,000 dairy enthusiasts will attend one the largest dairy shows in Madison, Wisconsin from October 4-8, 2016.

In addition to impressive cattle and the tradition of colored shavings, another signature of World Dairy Expo is the Grilled Cheese Stand. Over 20,000 cheddar and swiss grilled cheese sandwiches are sold annually outside the Coliseum. Expo attendees frequently stand in long lines to get a taste of the delicious sandwiches made with real Wisconsin cheese and butter. Grassland Dairy Products, Inc. donated more than 600 pounds of butter to the UW-Madison Collegiate Farm Bureau for the grilled cheese sandwiches.

The UW-Madison Collegiate Farm Bureau organizes and operates the stand. Operating in shifts, about 80 students will make grilled cheese sandwiches, whip up milkshakes and take customers' orders during the week. The proceeds will go to the Collegiate Farm Bureau scholarship fund for students to attend dairy conferences and events throughout the school year.

Starting on Monday, October 3rd, from 7:30 a.m. to 5 p.m., the Grilled Cheese Stand will be open between the Coliseum and Arena Building. "With celebrating the 50th Anniversary of World Dairy Expo this year, we are hoping to surpass last year's record of just over 28,000 sandwiches and reach 30,000", said Sydney Endres, the Grilled Cheese Stand co-chair. Grassland Dairy Products is proud to support the Collegiate Farm Bureau and promote Wisconsin's dairy industry.

With over 600 farms that ship quality milk to Grassland, the company looks forward to connecting with the dairy industry in Madison. "World Dairy Expo is a great opportunity to speak with farmers about dairy issues, students who are interested in pursuing dairy careers and a great place to socialize. It's the right place to be passionate about dairy," said Trevor Wuethrich, president of Grassland. Grassland's booth is located on the main concourse of the Coliseum, booth 42.

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