



News Release

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United Cooperative wins Land O'Lakes Purina Feed Dedication to Quality award

June 29, 2009, BEAVER DAM – United Cooperative, based out of Beaver Dam, recently received Land O'Lakes Purina Feed's "Dedication to Quality" award for meeting or exceeding the national feed manufacturer's safety and quality standards. Over the years, many of United Cooperative's feed locations have consistently been honored with this award.

"The United Cooperative feed division always works very hard at maintaining a high level of quality with our products and services," commented John Scheuers, United Cooperative vice president of feed operations. "Good quality feed and service results in successful customers. And at United Cooperative, our customers have been very important to us for more than 73 years as we're a cooperative and our customers are our owners," he added.

As a feed licensed manufacturer (FLM) for the number one feed marketer in North America, United Cooperative is licensed to manufacture Land O'Lakes Purina Feed branded feed, then market and sell them to their own retail customers in their local trade area. The FLM program is the only one of its kind among animal feed manufacturers in the U.S. The FLM earns the "Dedication to Quality" award by meeting or exceeding FLM program feed safety, feed quality, and feed regulatory requirements and standards.

"As a part of the FLM program, the local feed license manufacturing cooperative location has the opportunity to earn the program's annual 'Dedication to Quality' award by meeting or exceeding the FLM program requirements," said Steve Smart, Land O'Lakes Purina Feed FLM program manager. "Some of the requirements even exceed FDA standards. We're very proud of the great work and commitment our FLMs have to producing the best in animal nutrition."

Land O'Lakes Purina Feed LLC (www.landolakesinc.com) is a national organization serving producers and their families through 4,700 local cooperatives and independent dealerships throughout the United States. The company, in combination with its wholly owned subsidiary Purina Mills, LLC, is North America's leading feed company, providing producers, cooperatives, and dealers with an extensive line of animal feed, ingredients, and services designed to help agricultural producers, dealers, and cooperatives compete in the global marketplace.

Formed in 1936, United Cooperative is a full-service cooperative offering feed, grain, agronomy, and energy products and services to south-central Wisconsin farmers and consumers. United Cooperative exists to provide its patron members with the best possible value and return on investment, backed by exceptional service and professionalism.

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Photo: John Scheuers, vice president of feed operations at United Cooperative, stands in front of United Cooperative's Beaver Dam feed location. All of United Cooperative's feed locations were recently recognized by Land O'Lakes Purina Feed with the "Dedication to Quality" award.