



Consistency is our main ingredient.

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Sparta Whey Protein is First in World Dairy Expo Contest

BARABOO, WI — Foremost Farms USA® whey protein concentrate (WPC), produced at Sparta, Wis., placed first in its category at the 2011 World Dairy Expo Championship Dairy Products Contest this month. The WPC has consistently won or ranked well in the contest, which is in its ninth year.

A large part of the WPC produced at Sparta is marketed as a protein source for infant formula, but it also ends up in products like protein shakes and candy bars. The category that Sparta employees won was 34 percent WPC. The percentage indicates the level of protein in the product. Sparta has been a consistent competitor in the World Dairy Expo contest earning seven top-three awards since 2005, which was the first year whey products were included in the contest.

“Our employees have a commitment to quality every day they are on the job,” said Scott Overfelt, Sparta plant manager. “We have fully engaged employees and a corporate culture that focuses on quality. That commitment has paid off by winning awards for the last five years.”

Award-winning WPC starts with quality milk from the cooperative’s dairy farmer member-owners whose milk is delivered to a Foremost Farms’ cheese plant. Whey is extracted during the cheesemaking process and sent to a plant like Sparta for further processing.

“This is a fantastic achievement for the employees at Sparta, but it’s also important that our member-owners know that high quality milk from the farm, translates into world-class dairy products,” said Dave Fuhrmann, Foremost Farms president.

Contest winners will be recognized during the 2011 World Dairy Expo at the Alliant Energy Center in Madison, Wis., Oct. 4-8. The Wisconsin Dairy Products Association (WDPA) received a record number of 705 entries from throughout the United States. The contest began nine years ago and has averaged a 25 percent annual rate of growth.

Foremost Farms USA is a dairy cooperative headquartered in Baraboo, Wis., and is among the top ten dairy cooperatives in the U.S. based on milk volume. Its 2,100 dairy farmer members live in Wisconsin, Minnesota, Iowa, Illinois, Indiana, Michigan and Ohio. The cooperative marketed 5.6 billion pounds of milk in 2010. Foremost Farms has nine cheese plants, five dairy ingredient plants and one butter plant. In 2010, the cooperative’s revenues were \$1.4 billion.

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