

BRIEFLY...

Wells' Dairy Changes Company Name

Wells' Dairy Inc., Le Mars, Iowa, changed its legal company name to Wells Enterprises, Inc. to better represent its ability to move forward as a manufacturer of ice cream and frozen novelties.

Cowabunga Sells Probiotic Frozen Yogurt Online

Cowabunga Ice Cream, Forked River, N.J., debuted its super premium "designer" ice cream and made its probiotic frozen yogurt offerings available for online purchase with the re-launch of its website, www.cowabungaicecream.com. Cowabunga Ice Cream offers a wide variety of perennial and seasonal flavors, with many that are exclusive to the brand.

Stonyfield Names Grant-a-Wish Winners

The Teagues of North Carolina are the winners of the Stonyfield Organic Farmers Grant-a-Wish Program, which will fund a total of six innovative organic farming projects. Consumers voted online after watching short videos about each one. They received a \$10,000 grant, which will be used to build a new, energy efficient feed mill to process organic grains for other organic dairy farmers in the southeast, as well as livestock growers and small farmers looking for local, organic feed. The Beidlers of Vermont and the Mahaffys of Oregon tied for second-place grants of \$7,500 each. All recipients are farmer-

owners of Organic Valley/CROPP Cooperative, the cooperative that has supplied Stonyfield with organic milk for more than 15 years.

Roberts Dairy Showcases New Name, Logo, Packaging

Roberts Dairy Foods debuted a new company logo and packaging that reflects the symbol of quality from Quality Chekd – the Blue Q Red Chek. The Omaha, Neb.-based processor's products undergo bacterial and chemical product testing and certification of milk containers to ensure that they meet the Quality Chekd top standards for freshness and flavor. In addition, Roberts Dairy officially changed its name to Roberts Dairy Foods to represent its ever-expanding product line beyond milk.

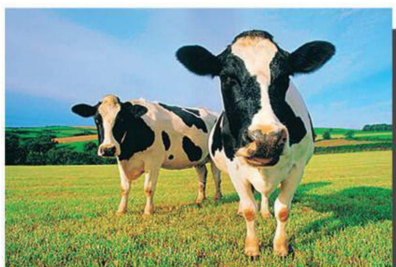
Beemster Partners with Arbor Day Group

Beemster Cheese, Jersey City, N.J., makers of premium, gourmet Dutch cheeses, is partnering with the Arbor Day Foundation to plant trees in America's forests. Beemster will donate 50 cents to the foundation for each pound of cheese sold under the Farmers Choice label from April 1-June 30. The donations will go to the foundation's Replanting Our Nation's Forests campaign to add trees to forests that have been devastated by wildfire, insects and disease.

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