

Dean Foods To Acquire Wengert's Dairy

LEBANON (Lebanon Co.) — Family owned Wengert's Dairy of Lebanon is to be acquired by national dairy processor and distributor Dean Foods of Franklin Park, Ill., according to a news release from Wengert's.

Harlan Wengert, chairman of Wengert's Dairy Inc., recently announced that the more than 66-year-old family dairy business was to be sold to Dean Foods.

According to the news release, Wengert's had sales of \$40 million last year.

Within Pennsylvania, the plant

has been long considered to be one of the most modern and highly rated plants in the state, and until the state rating system was recently scrapped, Wengert's consistently qualified for the high quality "AA" rating.

(The rating system was eliminated at the request of the greater dairy industry, including cooperatives, which argued that the more common "A" rating, though of lower quality, was adequate for the entire industry and that the distinction was moot and expensive to maintain.)

According to the news release, "Wengert's Dairy was founded in 1931 by Samuel K. Wengert and has served central Pennsylvania customers with the highest quality milk products and Swiss Premium drinks for over 66 years."

Wengert's also produces and markets the Graybill brand of identical Swiss Premium dairy products in Lancaster County.

"As a family owned and managed dairy, we felt that it is important to align ourselves with a company like Dean Foods," said Harlan Wengert. "They (Dean Foods)

understand the importance of Wengert's Dairy to our employees, customers and our community. We are fortunate to have Dean Foods as a partner since their growth has primarily been through the acquisition of family-owned dairies. We will benefit from Dean's extensive resources and dairy expertise which retaining local management."

President of Wengert's, John E. Wengert said, "I don't see a whole lot of changes. I don't even foresee a change in our labels."

According to the news release,

none of the company's 120 employees are to be affected by the sale, and current management is to be retained.

John B. Wengert, plant manager said that Wengert's is to continue to operate as a wholly owned subsidiary of Dean Foods.

"We are very excited about the opportunities this creates in terms of future growth and new products. We are setting ourselves up for continued success in the 21st century."

Dean Foods sells a full line of dairy products including fluid milk, cottage cheese and ice cream sold under the Dean and other regional brand names.

Dean's frozen vegetable business includes Bird's Eye, Fresh-like and Veg-All brand names. In 1997, Dean Foods had sales of more than \$3 billion and has 50 plants across the country, including other Pennsylvania plants, Fairmont Products in Belleville and Meadowbrook Dairy in Erie.

Brown Swiss Cow Sets New All-Breed, Under 2 Years Old, World Protein Production Record

BELOIT, Wis. — The new All-Breed and Brown Swiss protein record holder under 2 years old is Roll-Mead TA Jill ET "V85-VMS." Her recently completed record made at one year, 11 months of age is: 365 days 2X 36,940M 3.6% 1,335F 4.1% 1,501P DHIR. This protein record is ranked number three for the Brown Swiss breed - any age!

"Jill The Protein Queen" is also the number one cow on the Brown Swiss Supplemental

Cow Index List for 8/97 and 11/97. Jill's maternal brother, Top Acres Rol Mead Baerga, is number one (tied) for protein sire on the 11/97 PTI bull list. Jill's maternal sister, Rolling Meadows ST Paula ET "E91," is the current under 2-year-old national fat leader with 1,376 pounds of fat. Paula was number one on the Brown Swiss Cow Performance Index List in 8/97 and number six in 11/97.

Jill is a daughter of Johann Pete Rose. Her dam is Top Acres Westley Paulette, a fourth generation Excellent. Paulette is a daughter of the famed Arnola Peggy Priscilla "3E90-Elite" cow at Top Acres Farm, a "Superior Brood Cow."

Jill is owned by Flatness International, Inc., Tunkhannock, Pennsylvania. She was acquired during the 1997 World Dairy Expo

at the Premier Showcase Sale from the Mark Witmer Family of Rolling Meadows Swiss. Prior to the sale, Jill had a bull contract with Flatness International. Jill had peaked at 135 pounds of milk per day; however, her trip from Ohio to the World Dairy Expo in Madison, Wisconsin, reduced her milk production from 103 pounds of milk per day to 58 pounds of milk per day when she was tested on October 28, 1997, back in Ohio. However, she rebounded with tests averaging 70 pounds of milk during November, December and January.

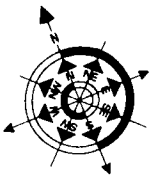
Jill is housed at her breeder's farm, Rolling Meadows Swiss, Columbiana, Ohio, where the current milk and fat leader, Rolling Meadows Dots Lady "V88" 4-09 2X 365 days 45,890M 5.3% 2,416F 3.2% 1,470P was bred and developed, and has since been sold to Puerto Rico.

Jill's accomplishments occurred under everyday farmer, loose-housing, commercial conditions. Jill is right out there with the rest of her herdmates. She is well-fed, but not pampered.

The Brown Swiss breed has long been noted for longevity, strength, feet and legs, temperament and world-wide adaptability. Lifetime high component production has been a breed trademark. Now, Brown Swiss enthusiasts have a new All-Breed, Under 2 Years Old, Protein Queen. Jill and her family will continue to have a huge impact on the world-wide Brown Swiss breed.

The Brown Swiss Cattle Breeders' Association, headquartered in Beloit, Wisconsin, was founded to serve as the national organization for the registration and promotion of Brown Swiss cattle.

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