

Dairy Producers, Industry Leaders Sought

MADISON, Wis. — Outstanding leaders from across the international dairy industry are being sought for World Dairy Expo's annual recognition awards.

"We're encouraging people to nominate someone who has demonstrated exceptional leadership," said general manager, Tom McKittrick. "Recognizing these individuals during World Dairy Expo showcases the leadership present in the dairy industry and adds to the excitement of Expo."

Nominations will be accepted through Feb. 1, 2004 in the four following categories:

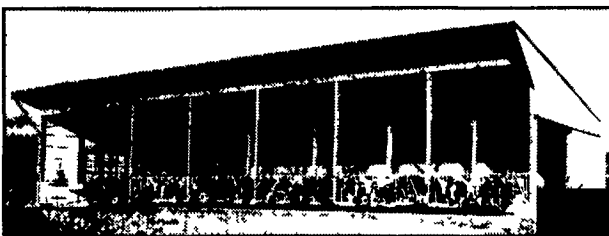
- Industry Person of the Year
- Dairy Woman of the Year
- Dairyman of the Year
- Internatioal Person of the Year

The Industry Person of the Year award is presented to an individual in recognition of excellence in research, development, education, marketing or other fields that are part of the dairy industry.

The Dairyman and Dairy Woman of the Year awards are presented to individuals who are active dairy producers and whose primary source of income is derived from their dairy operation. His/her farming operation needs to demonstrate and excel in efficient production and breeding of quality animals. Progressive management practices, along with involvement in community, government activities, breed organizations and other aspects of the dairy industry, will also be considered.

The International Person of the Year will be recognized for significantly contributing to international relations, business development, trade or cooperation in the dairy industry.

Individuals will be honored at Dinner With the Stars during World Dairy Expo, Sept. 28 to Oct. 3, 2004, in Madison, Wis. Official applications are available through the World Dairy Expo office by calling (608) 224-6455 or via e-mail at wde@wdexpo.com.



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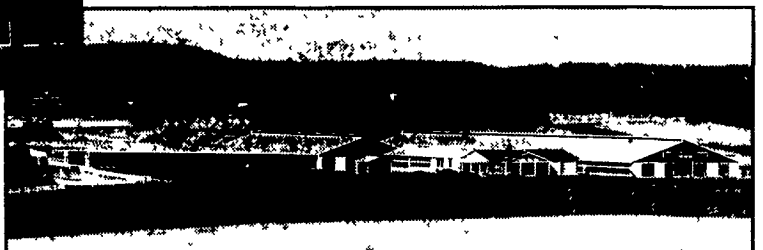
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