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COMPANY POSITION ON rBST

January 21, 2008

Prairie Farms Dairy, Inc., a cooperative company owned by dairy farmers, has been supplying consumers with wholesome dairy products since 1938.

Our company is dedicated to addressing the needs of consumers and adapting to provide the right mix of products. An increasing number of consumers are requesting milk from cows not treated with rBST. Driven by this change in the marketplace, effective February 1, 2008, the raw milk supplied by our farmers will come from cows not treated with rBST.

For more information, contact Gary Lee at glee@prairiefarms.com or (217) 854-2547.

Sincerely,

PRAIRIE FARMS DAIRY, INC.

A handwritten signature in cursive script that reads "Ed Mullins".

Edward L. Mullins
Chief Executive Officer
Executive Vice President

ELM:sb