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Roberts Dairy to Market Fresh Dairy Products Under Hiland Dairy Foods Name, Beginning in May

Springfield, Mo. - - Roberts Dairy will begin marketing its fresh, local, high quality milk and dairy products under the Hiland Dairy Foods label, beginning in May. The move will solidify the synergy between two of the country's finest dairy producers, under one name.

"This will be a great match of farmer-owned dairies," says Gary Aggus, president/general manager of Hiland Dairy. "Blending the Hiland & Roberts Dairy brands is a natural progression that ensures we'll continue to deliver the same fresh, high quality milk and tasty dairy foods that consumers have enjoyed for generations."

Roberts Dairy has been a division of Prairie Farms - Hiland Dairy since 1981. The company has been serving the Midwest for more than 75 years, producing pure, fresh-from-the-farms wholesome milk and dairy products.

Hiland Dairy is an 11-plant operation with locations in Arkansas, Kansas, Missouri, Nebraska and Oklahoma. As a full-service dairy, Hiland's quality products include milk, ice cream, yogurt, cottage cheese, sour cream and dips, half and half, whipping cream, orange juice, butter and cheese. The company serves customers in several states, including Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska, Oklahoma, Texas and Wyoming.

"The only thing changing is the label on the package," says Aggus. "Under the Hiland brand, Roberts is still the same, local, farmer-owned dairy that has delivered wholesome products to its customers for more than 100 years and will continue to produce milk in Omaha and Kansas City."

And, under the Hiland Dairy Foods label, Roberts products will continue to be naturally nutritious with no artificial growth hormones.

About Hiland Dairy

For more than 75 years, Hiland Dairy has been delivering fresh, wholesome dairy products to the Midwest. Hiland is proud to be farmer-owned producing dairy products with milk from local dairy farms, most located within 100 miles of our 11 Hiland Dairy plants in Arkansas, Kansas, Missouri, Nebraska and Oklahoma. As a full-service dairy, Hiland's quality products include milk, buttermilk, egg nog, ice cream, yogurt, cottage cheese, sour cream and dips, half and half, whipping cream, butter and cheese. Hiland also produces fresh orange and apple juice, lemonade and fruit punch. In addition, Hiland Dairy produces and distributes Red Diamond Tea, Health Wise Probiotic Yogurt and YoPhoria Smoothies. The company serves customers in several states, including Arkansas, Colorado, Iowa, Illinois, Kansas, Missouri, Nebraska, Oklahoma, South Dakota, Wyoming and Texas.

Hiland Dairy remains committed to delivering wholesome dairy products from milk that is naturally delicious and full of important nutrients – with no artificial growth hormones. We care deeply about preserving our water, land and natural resources for future generations. To that end, we also reduce waste, reuse resources and recycle what we can so that those same future generations will be able to enjoy the same high quality milk you enjoy today. For more information, images and photos, visit our pressroom at www.hilanddairy.com.