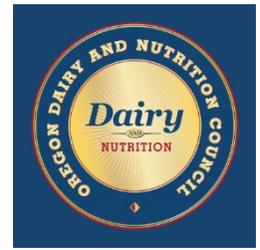


NEWS RELEASE



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Oregon Dairy Products Commission Unveils New Name, Logo

*New identity will better connect Oregon's dairy community
with consumers, health professionals and schools*

Along with the start of the new year, the Oregon Dairy Products Commission has unveiled a new name and logo, which will help the organization better position its key commitments to schools, child and community health and wellness, industry relations and consumer communications.

The Commission will now be represented by the name Oregon Dairy and Nutrition Council. This change became effective January 1, 2016.

The new consumer-facing identity was in part the result of the Council's new strategic direction, which builds on decades of work in promoting dairy's role in a balanced approach to nutrition and wellness. In addition, the new name will help further showcase the care taken by dairy farmers and processors in producing a wholesome, nutritious product.

"With the new identity, we can now help ensure that Oregonians better understand the important role of dairy in a balanced, nutrient-rich diet, and the many contributions Oregon's dairy farmers and processors provide to the state," said Executive Director Pete Kent.

The Commission also embarked on the new name and logo to help avoid confusion with other state dairy organizations. In addition, the Council will discontinue use of its two program names: Dairy Farmers of Oregon and Nutrition Education Services/Oregon Dairy Council.

"The name confusion alone left many people wondering if we were the same organization," Kent said. "But now, a single identity allows us to better connect with Oregonians at all levels. With that, we remain committed to our involvement in Oregon schools with our national Fuel Up to Play 60 partnership, to our communities with hunger and wellness initiatives, and to health professionals and consumers."

(continued)

Kent noted that Oregon's dairy farm families and Oregon dairy processors enjoy highly favorable ratings among Oregonians for care of their animals, land, water, and the production of high-quality dairy foods.

He noted that while Oregon Dairy and Nutrition Council will be the consumer-facing identity, the name Oregon Dairy Products Commission will still be retained, but only for legal, business and other background functions.

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About the Oregon Dairy and Nutrition Council

The Oregon Dairy and Nutrition Council is funded and directed by the Oregon dairy industry, with governance by a ten-member Board of Commissioners and oversight by the Oregon Department of Agriculture. Oregon is home to 240 dairy farm families and 22 dairy processors who provide more than \$1 billion in economic impacts annually, along with delicious, award-winning cheeses, ice creams, yogurts, fluid milk and other high quality dairy products.