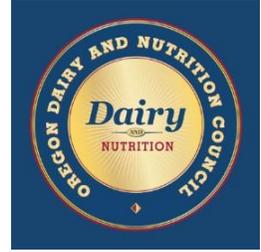


NEWS RELEASE



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Shannon Guirl Represents New Approach to Telling Dairy's Story

Portland, Ore. – With more than a decade of experience in video production and social media management, Shannon Guirl has been selected as the new Sr. Manager of Integrated Communications for the Oregon Dairy and Nutrition Council (ODNC). In this newly created role, she will be responsible for reaching multiple audiences with engaging visual storytelling and content about Oregon's dairy community.

Amidst an ever-changing media landscape, the competition for attention is constant. Combine that with the fact that many consumers are increasingly disconnected from agriculture and where their food comes from, and it becomes immediately evident why ODNC prioritized this new position.

"We always say dairy needs to do a better job of telling its story, from sustainable farming practices, to exceptional nutrition, to the economic benefits and beyond," said Josh Thomas, Sr. Director of Communications for ODNC. "But it isn't just about telling *more* stories, it's about telling the right kinds of stories and in the right ways – and increasingly, that translates to visual storytelling on digital platforms."

As a freelance editor in New York, Guirl worked on broadcast, cable and documentary productions for NBC, A&E, Discovery, CNN and Reuters among others. She also worked in corporate communications for UNICEF, TED Talks and Etsy. Most recently, Guirl owned and operated a lighting design studio in Portland specializing in making handcrafted lamps. She holds a degree from the University of Southern California, where she graduated from the School of Cinematic Arts.

"In addition to Shannon's strong technical expertise in visual and digital communications, she brings creative vision and a natural enthusiasm to our team," said Pete Kent, Executive Director for ODNC. "We're excited that her work with ODNC will help us build understanding, trust and sales for dairy in new and engaging ways."

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About Oregon Dairy and Nutrition Council

The Oregon Dairy and Nutrition Council (ODNC) works on behalf of all dairy farm families and dairy processors throughout the state of Oregon. Building trust and demand for Oregon dairy products and support for those who make them is accomplished through efforts and involvement in schools, health and wellness, communications and industry development. The ODNC's origins trace back to 1918, when the Oregon Dairy Council was created to advance the benefits of dairy nutrition. The Oregon Dairy Products Commission was later created by the Oregon Legislature as a commodity commission in 1943.