

FOR IMMEDIATE RELEASE

Locally Produced Artisanal Butter is Best in Nation: PastureLand Wins Top Honors at American Cheese Society Annual Judging

MILWAUKEE, WI--July 24, 2004 A panel of distinguished judges awarded top honors to PastureLand's salted and unsalted butters in the prestigious annual American Cheese Society annual Competition and Judging. PastureLand's butters, made locally from the milk of three SE Minnesota dairies, placed first over many national brands. PastureLand's Herb Gouda cheese placed third in its class in the competition. Complete competition results are available on the American Cheese Society's Web site at www.cheesesociety.org.

PastureLand, a cooperative of three family farms in Southeastern Minnesota, has been marketing butter since 2000. The butter's distinctive flavor and color reflect the quality of the cream from which it is made. On each PastureLand farm, cows graze carefully-managed pastures and are not confined to barns or feedlots. The pastures are rich in nutrients and the cows give rich yellow milk, which is perfectly suited for the aking of butter and cheese.

"We think this award just underscores the work that we do on our farms each day," said PastureLand member and Board President Dan French. French and his wife Muriel milk 140 cows on their third-generation family farm near Mantorville. "The attention that we give our cows and the way we try to work with nature comes through in the flavor of our butter and cheese. We are also lucky to have two skilled local businesses to make our products. Hope Creamery has long had a loyal following in this part of the state and Eichten's Cheese hand-crafts all of our cheeses." PastureLand's butter is made at the Hope Creamery in Hope, MN PastureLand cheeses are made at Eichten's Cheese and Bison in Center City, MN.

Each of PastureLand's farms is inspected and certified by the Food Alliance-Midwest, (www.foodalliance.org) a third-party certification program that evaluates farms on a comprehensive range of environmental indicators. PastureLand is proud to carry the Food Alliance seal.

PastureLand products are available at Twin Cities Natural Foods Cooperatives, a number of fine restaurants in the Twin Cities, and stores throughout Southern Minnesota. For more information about PastureLand, photos of our farms and farmers, and for a complete listing of stores, please visit us at www.pastureland.net.

Contact: Kirsten Bansen Weigle, PastureLand 763-497-0088