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Grassland Dairy Products, Inc. Launches Non-GMO Project Verified Butter Products

Greenwood, WI, August 3, 2017—Grassland Dairy Products, Inc. is excited to launch Non-GMO Project Verified butter products for the dairy market. The company transitioned its flagship Grassland butter brand to rBST-free, and introduced a retail European-style butter and clarified butter.

“Butter is a very simple and natural product. Over the years, we witnessed a shift in consumers who want more accredited transparency in their food, we believe offering a Non-GMO Project Verified butter option would offer consumers more choices for their families. We source the cream for this product from American dairy farms who meet the Non-GMO Project standards,” Trevor Wuethrich, President of Grassland said. “These farms are also compliant with Validus Dairy Animal Welfare Review practices.”

Grassland will offer the Non-GMO Project Verified butter in quarters for the retail market; and one-pound solids, 25kg bulk butter and anhydrous milkfat for foodservice and industrial customers.



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About the Non-GMO Project

The Non-GMO Project is a non-profit multi-stakeholder collaboration committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. Find out more at <http://www.nongmoproject.org> and at <http://www.facebook.com/nongmoproject>

About Grassland Dairy Products, Inc.

Grassland Dairy Products, Inc. is a leading, family-owned dairy manufacturer in Greenwood, Wisconsin. Recognized worldwide for quality butter products and dairy ingredients, Grassland commits to exceeding the needs of its dairy retail, foodservice and industrial customers. Each product is made with the same commitment to quality, service and value as it was when established in 1904.