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**HILAND DAIRY LAUNCHES NEW ORGANIC MILK TO MEET CONSUMER DEMANDS**

**SPRINGFIELD, Missouri** (March 24, 2016) – Today Hiland Dairy Foods Company has announced a new addition to its fresh, locally produced milks – Hiland Organic Milk. The new product will make its appearance on grocers’ shelves the first part of April and will be available in both gallons and half gallons.

Hiland Organic milk is USDA certified organic and produced with no artificial growth hormones. In addition, it is tested for antibiotics – as are all Hiland Dairy milks.

“The introduction of Hiland Organic Milk is another example of our commitment to consumers who desire product choices that fit with their changing lifestyles and preferences,” said Gary Aggus, president of Hiland Dairy. “It also enables grocery stores to remain responsive to consumer demand for organic products, while continuing to rely on the strength of the Hiland Dairy brand to drive sales in their stores.”

With high demand expected, Hiland Organic Milk will be distributed throughout all the markets Hiland Dairy serves.

For more information about Hiland Dairy Organic Milk and product images, please visit <http://hilanddairy.com/products/organic-milk>.

***About Hiland Dairy***

*Hiland Dairy Foods Company is a processor and distributor of dairy foods and other beverages. Founded in 1937, the company is based in Springfield, Missouri and operates processing facilities in Arkansas, Kansas, Missouri, Nebraska and Oklahoma. In addition, Hiland Dairy Foods has distribution in 11 states throughout the Midwest. For more information visit HilandDairy.com.*