



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Hiland Dairy Foods Earns Highest Honors at the 2018 QCS Leadership Conference
Quality Chekd commends regional dairy for superior business leadership, quality, sustainability and marketing at annual conference.

SPRINGFIELD, MO, December 6, 2018 — Quality Chekd Dairies, Inc., an organization that provides dairy organizations with services to improve business processes and product quality, announced that Hiland Dairy Foods Company of Little Rock, Arkansas, is the 2018 recipient of the Irving B. Weber Award. The Weber Award is the highest honor for overall quality throughout the Quality Chekd organization and honors Hiland Dairy's commitment to quality excellence in the categories of leadership, culture, production, sustainability and business ethics.

Mike Flagg, general manager and Cherb Coleman, plant manager, Hiland Dairy Little Rock were in attendance to accept the award during the awards gala at the 2018 QCS Leadership Conference on Nov. 6, 2018 in Austin, Texas. The Little Rock operation demonstrated excellence in several areas to earn this year's top award, including producing the lowest cost per gallon among all Hiland Dairy locations – an achievement directly resulting from the facilities continuous improvement strategies and programs. Among these were updating the facilities to improve line speeds and efficiencies and focusing on sustainability initiatives that increase recycling efforts while reducing waste and energy costs. In addition, Hiland implemented an employee communication program, which was successful in increasing retention and reducing staff turnover.

"We recognize our responsibility to our employees, our communities and our customers and that is why we do what we do," said Mike Flagg, general manager of Hiland Little Rock. "We are honored to have our efforts recognized by such a prestigious award."

Hiland Dairy also won the highest honors in member marketing, earning the 2018 QCS Outstanding Marketing Award for the "Ride of Your Life" Campaign and the 2018 Best Digital Marketing Award for their holiday consumer email marketing campaign.

The three-day QCS Leadership Conference is an annual event hosted by Quality Chekd and QCS Purchasing. The conference provides a forum where food and beverage manufacturers and suppliers from throughout the United States and South America learn new information, ideas and strategies for remaining competitive in the consumer-packaged goods (CPG) industry. This year's conference featured keynote speakers, interactive group workshops, educational sessions and business meetings discussing





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how members can overcome industry challenges, adapt to the rapidly changing market and reinvent for the future. In addition, members and supply partners were recognized at an awards gala during the conference for production excellence, marketing excellence and outstanding service to the industry.

About Hiland Dairy Foods Company

For 80 years, Hiland Dairy Foods has proudly supported the communities we live in and the businesses whose customers rely on our wholesome products every day. Hiland is owned by local dairy farmers who provide the fresh, delicious milk for our products, and we have farmer-owners within miles of each of our plants.

As a full-service dairy, Hiland provides a wide array of products, including milk, buttermilk, eggnog, ice cream, yogurt, cottage cheese, sour cream and dips, half and half, whipping cream, butter, and cheese. We also produce and distribute fresh juices, lemonade, fruit punch, Red Diamond Tea, drinkable yogurt smoothies, a full line of iced coffee, lactose-free milk, organic milk, almond milk and soy milk.

Part of caring about our communities is caring about our ecological footprint — preserving water, land and natural resources for our future generations — so we reduce waste, reuse resources and recycle what we can at every opportunity. For more information about Hiland Dairy and its products, please visit our media center.

<https://www.hilanddairy.com/company/media-center>

About QCS Purchasing, LLC

QCS Purchasing, LLC, is a member-owned, not-for-profit buying group for companies engaged in food and beverage production. By aggregating purchases of common supplies, QCS Purchasing provides members with access to high-quality goods and services at the lowest possible total cost. Established in 2005, the number of purchases QCS Purchasing manages has increased each year of its existence. More than 150 national supplier-partners provide solutions to a wide variety of categories.

www.qcspurchasing.com

About Quality Chekd Dairies, Inc.

Quality Chekd works on behalf of dairy processors by providing them with services to improve business success, as well as providing consumers with safe, delicious dairy products. Food safety is first, and Quality Chekd has established quality assurance (QA) measures and evaluations, laboratory resources, and employee training and planning that include and surpass government regulations. Members have access to human resources tools, marketing trends and information, and purchasing opportunities to help them maintain costs. All of these services are part of the Quality Chekd trademark, which signifies product excellence. For more information about the Quality Chekd organization or membership, please visit

www.qchekd.com.

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