



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

## **Hiland Dairy, Dairy MAX, and the East Texas State Fair Partnered for the *Dollars for Dairy* campaign**

*The donation promotion was created to provide dairy for the East Texas Food Bank*

**SPRINGFIELD, Missouri, September 7, 2023** – In partnership with [Dairy MAX](#) and the East Texas State Fair, Hiland Dairy is excited to assist in providing their local communities with access to fresh dairy. One in seven East Texans, including children, are facing hunger, and dairy is one of the most requested food pantry items and the least donated.

A QR code is included in 70,000 fair books distributed through schools and community organizations. In addition, QR codes will appear on signage throughout the fair and at the Dairy MAX Dairy Discover Zone. Finally, donations can be made online at <https://www.easttexasfoodbank.org/join-the-fight/donate-money/dairy/>

“Hiland Dairy is pleased to help our local communities. We are pledging to match donations up to \$2,500 so that families can access dairy products,” said Barry Beaman, general manager of Hiland Dairy in Tyler, Texas. “The East Texas Food Bank exists to fight hunger and feed hope in East Texas, and we are proud to support their efforts.”

Hiland Dairy is the AG-Venture sponsor, a free dairy attraction at the East Texas State Fair. AG-Venture provides an opportunity to learn how we are all involved and benefit from agriculture. Several species of livestock are featured inside this fun and educational area. AG-Venture is located beside the east pavilion and is open from 10 a.m. until 8 p.m., September 22 through October 1.

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### **About Hiland Dairy Foods Company**

Hiland Dairy, based in Springfield, Missouri, is a leading farmer-owned dairy food company. Their widely loved products include milk, dips, cottage cheese, flavored milk, sour cream, ice cream, butter, cheese, and eggnog. In addition, Hiland Dairy has expanded beyond dairy and produces and distributes various other beverages, such as Red Diamond Tea, lemonade, and fresh juices.

Hiland is a farmer-owned company with almost 4,000 employees throughout Arkansas, Iowa, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, Tennessee, and Texas. Hiland's farmer-owners are just miles from the Hiland processing plants, where our milk goes from the farm to the shelves within 48 hours.



Hiland Dairy Foods • 1133 East Kearney • Springfield, MO 65803 • 800-641-4022



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Hiland strongly believes in the community and is committed to our environment. Using eco-friendly processes, Hiland continues to provide wholesome dairy to a healthy world. Learn more at <http://www.hilanddairy.com/company/media-center>.

## **About Dairy MAX**

Founded more than 40 years ago, Dairy MAX is one of America's leading regional dairy councils – representing more than 900 dairy farmers and serving communities in eight states: Colorado, southwest Kansas, Louisiana, Montana, New Mexico, western Oklahoma, Texas, and Wyoming. A nonprofit organization, Dairy MAX is part of a nationwide effort to promote American agriculture, support dairy farming, and drive impact for every dairy farmer. The organization operates five audience outreach programs: business development, consumer marketing, health and wellness, industry image and relations, and school marketing. For more information about Dairy MAX and its team of experts, visit DairyMAX.org. Dairy resources and delicious recipes are available at DairyDiscoveryZone.com.

## **About East Texas State Fair**

The East Texas State Fair is organized exclusively for charitable and educational purposes through the operation of an annual event promoting education, entertainment, and the spirit of competition. The Fair is committed to agricultural heritage, families, and service to the community. Our mission is also to create commerce for Tyler and Smith County by providing venues for others to utilize and drawing participants to the complex. Since 1992, the East Texas State Fair has awarded over \$1.2 million in scholarships. More information <https://www.etstatefair.com/>

## **About East Texas Food Bank**

Since October 1988, the East Texas Food Bank, a 501(c)(3) nonprofit organization, has provided food to over 200 partner agencies and food programs, in an effort to feed children, the working poor and seniors throughout [26 counties in East Texas](#). A member of [Feeding America](#), The East Texas Food Bank is one of four food banks that serves the Gulf Coast Region who are pre-staged with food products from Feeding America, to respond to disasters.

