



CELEBRATING 20 YEARS OF PROGRESS THROUGH PARTNERSHIP 1988-2008

- 1988** Group of Wisconsin family farmers form cooperative called Coulee Region Organic Produce Pool (CROPP). Their mission: save family farming through organic agriculture. Unheard of in dairy, they set stable pay price for their members.
- 1989** Partnership with National Farmers Organization (NFO) means survival for co-op's early farm network. Year ends with 34 family farmers and \$412,022 in sales.
- 1990** With \$20,000 grant from WI Dept. of Ag., CROPP creates Organic Valley brand and celebrates first year of Organic Valley branded sales.
- 1992** Launches nation's first certified organic butter. Sales reach \$1.9 million.
- 1994** Products distributed in all 50 states and first Organic Valley HTST milk sales.
- 1995** Establishes regional group of farmers in Northwest to directly serve the region. Today, Organic Valley has eight production regions nationwide. Year ends with 100 farmers and \$9.1 million in sales.
- 1996** CROPP produces meat products without antibiotics or synthetic hormones. Today, meat products are sold under the Organic Prairie brand name.
- 1999** CEO George Siemon serves on the USDA's National Organic Standards Board and provides leadership in establishing organic livestock production standards. Year ends with 244 farmers and sales at \$46.4 million.
- 2000** 350 farmers and \$72.66 million in sales.
- 2001** CROPP farmers and citizen partners embark on letter writing campaign to urge the USDA to pass the final Organic Rule. 444 farmers and \$99.8 million in sales.
- 2002** Creates regional milk cartons to illustrate dedication to local production.
- 2004** Celebrates grand opening of "green" headquarters in La Farge, Wis. Launches profit sharing program: 45% to farmers, 45% to employees and 10% to community. Hosts first annual Kickapoo Country Fair.
- 2005** Establishes own pasturing standard above requirements of USDA National Organic Program standards.
- 2006** Year ends with 917 farmers. Sales reach \$333.5 million.
- 2007** Celebrates grand opening of \$17.5 million distribution center in Cashton, Wis. Sales at \$432.5 million.
- 2008** Begins 20th year with 1,201 family farmers, focus on celebrating partners, and commitment to fostering new generation of organic farmers.

