

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **American Butter Institute Board Elects New Leadership**

ARLINGTON, VA – John Ellenberger of Land O’ Lakes, Inc. was elected the new president of the American Butter Institute at the group’s Board of Directors’ meeting in mid-October. The board also designated the first and second vice president of the organization, which represents the companies manufacturing the majority of the nation’s butter products.

The following individuals were elected to a two-year term:

- President: John Ellenberger, Senior Vice President/US Dairy Foods of Land O’ Lakes, Inc., in Arden Hills, Minnesota;
- First Vice President: Randy Robinson, CEO of High Desert Milk in Burley, Idaho;
- Second Vice President: Craig Alexander, Vice President/Dairy Ingredient Sales & Regulatory Affairs of O-AT-KA Milk Products Cooperative, Inc., in Batavia, New York

“I am looking forward to serving as ABI’s president during this exciting time for the butter industry,” said Ellenberger. “Butter’s popularity with today’s consumers continues to grow as they seek good tasting and versatile foods with simple ingredient statements. Butter scores high on all of those attributes and ABI is well-positioned to keep delivering that message.”

ABI’s outgoing president, Irv Holmes of Challenge Dairy Products in Dublin, Calif., was recognized for his term of service to the board. Tom Balmer will continue his role as ABI’s Executive Director.

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The American Butter Institute is an Arlington, Va.-based trade association for manufacturers, processors, marketers and distributors of butter and butter products. ABI’s mission is to promote and protect the interest and welfare of the butter industry. ABI’s active member companies market approximately 90 percent of the butter manufactured in the United States. Visit [www.nmpf.org/american-butter-institute](http://www.nmpf.org/american-butter-institute) to learn more.