For Immediate Release

For More Information:
Milo Schwingle
Marketing Director
Quality Liquid Feeds
1-800-236-2345 (Phone)
608-935-2345 (Phone)
608-935-5232 (Fax)
milo@qlf.com (E-mail)

QLF Celebrates its "Silver" Business Anniversary

DODGEVILLE, WISC. (November 2003) ... Innovation has been a priority of Quality Liquid Feeds, Inc. (QLF) since its founding 25 years ago. This same pioneering spirit continues today through seeking new opportunities and products to better serve the nutritional needs of livestock producers. Company President Cory Berg stated, "We're proud of our growth and success, but realize it comes only from the support of our customers. We thank all dairy and cattle producers for their past and continuing support and realize our responsibility to continuing to earn their business in the future."

QLF has grown from a primarily midwestern marketer of liquid feed supplements to a full-line liquid feed organization that serves the animal feeding industry in more than 30 states. In addition, QLF branded products are sold in the UK through Landowner Nutrition, UK. During its 25 year history, QLF's marketing and business growth approach has been one of serving the producer and teaming with market partners like Land O Lakes Farmland Feeds and major suppliers like Louisiana Sugar Cane Products Inc. to provide superior products and services to dairy producers, feedlots, cow/calf ranchers and feed manufacturers.

QLF is celebrating its 25 years of successful business with a dealer business sales conference in New Orleans, LA during November 20-22, 2003. QLF remains committed to offering not only the best quality liquid feed supplements but also the best quality service. QLF manufacturing plants are located in LaSalle, IL; Menomonie, WI; Dunlap, IA; Muskogee, OK; Martin, MI; Bryan, TX; Port Barre, LA; & Wellsville, OH. QLF Transportation is a subsidiary that supports marketing and distribution of QLF products throughout the United States and portions of Canada. The corporate office in Dodgeville, Wisconsin, is headquarters for business services, technical services, marketing, sales, order processing, accounting, and distribution.

CEO Kenneth R. Berg founded QLF in 1977. His son, Cory Berg, company president, has overseen continued growth of QLF's market share through geographic market expansion, expanded product offering, improved technical and market services, improved distribution capability, an expanded sales force and formation of strategic supplier alliances.

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