



**PRESS RELEASE**  
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FOR IMMEDIATE RELEASE

February 10, 2010

Photo of award winners available upon request

## **Dairy Business Innovation Center Honors Two Wisconsin Dairy Companies**

MADISON, Wis. – Two Wisconsin dairy companies were recognized this week by the Dairy Business Innovation Center for their leadership and dedication to growing Wisconsin's dairy industry.

The fifth annual "DBIC Innovation Zone Awards" were presented to Chris Roelli, Roelli Cheese, of Shullsburg, Wis., and Tera Johnson, teraswhey™ Reedsburg, Wis., to highlight the accomplishments of both companies in product and technology innovation. The award ceremony took place at the DBIC's Conference on Profitability and Environmental Sustainability in the Dairy Industry.

Chris Roelli and his family at Roelli Cheese worked together to re-open their historic cheese factory near Shullsburg in 2007, with an emphasis on crafting small batch cheeses. During the past 12 months, they developed a new artisan cheese named after a neighboring township. The result is Dunbarton Blue, an earthy Cheddar Blue open-air cured on wooden planks in the Roelli's own aging cave. The cheese has grown hugely in demand at specialty cheese stores across the country and has put Roelli Cheese back on the Wisconsin cheese map.

Tera Johnson, Wisconsin Specialty Protein and founder of teraswhey™, received the DBIC's second award this year. In August, the DBIC celebrated with Johnson as she hosted the grand opening of Wisconsin Specialty Protein in Reedsburg. The \$14 million, 22,000 sq. ft. facility was built using Leadership in Energy and Environmental Design (LEED) guidelines, and at times, had more than 30 engineers working to design and incorporate the most cutting-edge "green" technology. In addition, last fall, Johnson launched a new line of protein products in a variety of flavors, aptly called "teraswhey". The drinks will soon be available across the country in Whole Foods stores.

"In choosing these companies, the DBIC team sought to recognize innovation in two categories: product and technology. As one of Wisconsin's most hardworking dairy artisans, Chris Roelli continues to celebrate Wisconsin's cheesemaking heritage by crafting innovative artisan cheeses, while Tera Johnson has not only built the first plant in the nation to process organic goat and sheep whey, but has also launched a new whey protein product that does America's Dairyland proud. Congratulations to all," said Norm Monsen, DBIC Manager.

The DBIC is a not-for-profit organization offering technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information about the DBIC, visit [www.dbicusa.org](http://www.dbicusa.org).

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