Organic Valley Donates Personal Protective Equipment to Local Community During COVID-19 Pandemic

Local Driftless Area business Organic Valley donates store of PPE to Vernon County Emergency Management.

LA FARGE, Wis., April 6, 2020 — Organic Valley, the nation’s largest farmer-owned organic cooperative, donated almost 1,600 N95 protective masks and 700 protective gloves Friday afternoon to Vernon County Emergency Management in Viroqua, Wis. The supplies, which the local cooperative had on-hand for several years, will help emergency managers in their efforts to continue to care for the community when personal protective equipment is scarce.

Vernon County Emergency Management supports 12 fire departments, 12 EMS and first responder groups, nine law enforcement agencies, four long-term care facilities, and two hospitals in the county with supplies, materials, and expertise.

“These protective masks and gloves were in our inventory at our Cashton Distribution Center,” said Jerry McGeorge, executive vice president of People. “We’re happy to share them to help protect the safety and welfare of our communities.”

Additional questions can be directed to elizabeth.mcmullen@organicvalley.coop.

About Organic Valley
Organic Valley is America’s largest cooperative of organic farmers and one of the nation’s leading organic brands. Organized in 1988, it represents more than 1,800 farmers in 34 U.S. states, Canada, Australia and the United Kingdom and achieved $1.1 billion in 2019 sales. Focused on its founding mission of saving family farms through organic farming, Organic Valley produces a wide range of organic dairy, egg, and produce products. With its regional model, milk is produced, bottled and distributed right in the region where it is farmed to ensure fewer miles from farm to table and to support our local economies. For further information visit www.organicvalley.coop. Organic Valley is also @OrganicValley on Instagram, Facebook, and Twitter.

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