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**FOR IMMEDIATE RELEASE**

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**Prairie Farms' Giant Cow Finds New Home in Mississippi Just in Time for the Fair**

*Meet her at the World Famous MDAC Biscuit Booth*

**EDWARDSVILLE, Ill.** (October 4, 2023) The [Mississippi State Fair](#) is 11 days of wild rides, games, music, funnel cakes, and delicious buttermilk biscuits from the World Famous Biscuit Booth, a fairgoer destination and a Midway ritual for nearly 50 years. Prairie Farms is a long-time booth sponsor and donates buttermilk for the biscuits made from scratch on-site by Mississippi Department of Agriculture and Commerce employees who volunteer their time.

This year, MDAC Biscuit Booth visitors will be greeted by Prairie Farms' 12-foot-high fiberglass Holstein cow that made its way from Louisiana to Mississippi just in time for the fair. The mascot had been in storage in Louisiana, and its age is unknown because it was included as part of a Prairie Farms acquisition several years ago.

"I can't wait for everyone to stop by and meet our new mascot. I had my eye on her for quite some time and finally decided she should move to Mississippi," says Robert Peacock, Sales Manager for Prairie Farms Dairy. "During our 200-mile journey from Louisiana to Mississippi, I felt like a rock star. I had people pulling up beside me to take pictures, and every time I stopped, they would ask to take selfies with the giant cow. I have a feeling she will be even more popular at the fair, so it's only fitting that Mississippi fairgoers help us name her. This is going to be a lot of fun!"

Fairgoers can participate in the naming contest by scanning a QR code on signage near the mascot or online: [name the cow](#) entry form. Contestants will be entered automatically to win a year's supply of milk. One winner will be selected, and the prize will be fulfilled with 52 coupons for a free gallon of milk. The contest begins on October 5 and ends on October 31. Prairie Farms is also encouraging fairgoers to share their favorite mascot and biscuit pictures with friends and tag [@PrairieFarmsDairy](#) on Facebook and Instagram or [@PFDairy](#) on Twitter.

When the 2023 Mississippi State Fair wraps up, the giant mascot will reside at the Prairie Farms' milk plant in Kosciusko. She's looking forward to participating in events for years to come, and with help from Mississippi residents, she will return to the fair in 2024 with a new name.



**Prairie Farms Dairy, Inc.** is one of the largest and most successful dairy cooperatives operating in the Midwest and the South. Elements of the cooperative include more than 600 farm families, 7,000 associates, 49 manufacturing plants, 100+ distribution facilities, and annual sales of over \$4.2 billion. Prairie Farms is a nationally recognized leader in the dairy industry known for setting the standard for milk flavor innovations and producing award-winning milk, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., the Prairie Farms distribution footprint covers over 30 percent of the United States; products are available in grocery chains, mass merchandiser stores, club stores, convenience stores, dollar stores, drug stores, schools, foodservice outlets, and warehouse distribution centers. For more information about Prairie Farms Dairy, visit [www.prairiefarms.com](http://www.prairiefarms.com).



## Help Us Name Our Cow

Our new mascot has just arrived! Can you help us with a name?



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