

## PRESS RELEASE

### **Dr. Robert L. Bradley Endowment Fund Established at University of Wisconsin**

#### **WDPA Members Raise Funds Which Will Benefit Students Pursuing Dairy Careers**

The Wisconsin Dairy Products Association (WDPA) is proud to announce the creation of the Dr. Robert L. Bradley Dairy Foods Fund at the University of Wisconsin – Madison. During the past two months, members of the Wisconsin Dairy Products Association generously donated almost \$400,000, which exceeded the minimum amount needed to create this new endowment fund.

The fund is being established to encourage and facilitate college students pursuing dairy foods careers. It will support dairy foods-related teaching, research and extension work within the UW Food Science Department. The funds will also be used to provide financial support:

- to develop and train students to enter the dairy industry
- for graduate student tuition and/or stipends
- training and participation in dairy products judging
- to defray travel expenses for students

This endowment fund is being named after Dr. Robert L. Bradley to acknowledge the tremendous contributions he has made to the dairy industry. Specifically:

- Dr. Bradley donated countless hours of his time to help Wisconsin processors improve their dairy plant operations.
- He educated thousands of students over the past 60 years, with a majority of them employed in Wisconsin dairy plants.
- Bradley is a national authority on all facets of dairy products. He is the “go-to” person when a company needs answers to their production problems.
- Dr. Bradley is a major factor in the success of the Wisconsin Dairy Products Association. He serves as the head judge for our successful World Dairy Expo Championship Dairy Products Contest; is a member of our Regulatory Committee for four decades; and continually provides expert advice to our member companies.

Dr. Bradley has been working at UW-Madison’s Department of Food Science since 1964. During his nearly 60-year career, his accomplishments have been vast, both within and outside the University. His research activity is mainly focused in the general areas of food product development, ultrafiltration and reverse osmosis, frozen dessert technology, analytical methods of food analysis, and dairy food technology. Dr. Bradley received his bachelor’s degree in Dairy Technology at the University of Massachusetts and received his master’s degree as well as his Ph.D. in Food Science at Michigan State University. As an emeritus faculty member, Dr. Bradley continues to teach students and industry professionals on a wide range of dairy-related topics. Dr. Bradley and his research have been featured in many news articles and podcasts. He is a recipient of many prestigious awards, including the Presidents Award from the Wisconsin

Dairy Products Association, the Milk Industry Foundation Teaching Award, and the Alfa Laval Agri Award from the American Dairy Science Association.

The Wisconsin Dairy Products Association wishes to thank the following members for their generous contributions:

Nelson-Jameson - \$50,000

Grassland Dairy Products - \$50,000

Galloway Company - \$50,000

Kwik Trip - \$50,000

Steinhauer Charitable Foundation - \$50,000

WDPA - \$50,000

DFA - \$25,000

Compeer Financial - \$10,000

Culver's - \$10,000

Ted Galloway - \$10,000

Century Foods - \$5,000

Denali Ingredients - \$2,500

Timon Zander - \$1,000

WDPA wishes to also acknowledge the efforts of Dr. Scott Rankin, UW – Madison, for developing the parameters of this fund, as well as Brandi Funk, UW Foundation, for fund management.

This newly-established fund was announced at the July 11 Presidents Banquet at the WDPA Dairy Symposium in Door County, WI