

Roberts Dairy

Roberts Dairy Iowa City Plant Fact Sheet

HISTORY

- The roots of the Iowa City plant began in 1922, when the Swaner family opened a dairy farm. In the early 1950s, area dairies were consolidated under the Swaner operation and became HomeTown Dairies. The name “HomeTown” was chosen through a public contest to name the new dairy.
- The Iowa City plant began operating in 1934 under the Swaner family, and, through regular upgrades and modernization, has been in operation since then.
- The plant has been the site for national dairy innovations through the years. The plant was the first in the area to do bulk farm, moving away from milk and cream cans. In the 1970s, a computer distribution system was initiated – possibly the first in the nation. The plant also pioneered a system of milk dollies for transporting dairy products, a system still used today.
- The Iowa City-based HomeTown Dairies became affiliated with Roberts Dairy in 1980 and the HomeTown brand was changed to Roberts in 1994. The change to Roberts enabled the dairy to take advantage of regional distribution and advertising support.
- In 2004, the Iowa City plant received the highest award for the quality of its dairy production from Quality Chekd[®] Dairies, Inc., an international organization. The plant received the Wayne Gingrich Award for Production after rigorous competition among 40 dairies, each with several plants. Roberts’ sister plant in Des Moines was selected as one of the four finalists for this award.
- In 2004, all four of Roberts’ production plants – Iowa City, Des Moines, Omaha and Kansas City – received Merit of Excellence Awards from Quality Chekd, signifying production that far surpasses the high standards necessary to be a Quality Chekd dairy.

COMPANY

- 90 people are employed at the Iowa City plant.
- The plant is located at 1109 North Dodge.
- Founded in 1906 in Lincoln, Neb. and headquartered in Omaha, Neb., Roberts Dairy is a full-service dairy that processes and fills more than 900,000 gallons per week. It operates around the clock, 365 days a year, to provide the freshest dairy products to customers. Roberts serves a region that includes Nebraska, Iowa, Missouri, Kansas and parts of Colorado, Illinois and South Dakota.
- For more information, visit www.RobertsDairy.com.

PRODUCTS

- The Iowa City plant processes milk.
- In Iowa, Roberts Dairy offers a full line of dairy products, including milk, chocolate milk, eggnog, half and half, whipping cream, cottage cheese, ricotta cheese, sour cream, yogurt, orange juice, fruit drinks and chip dips.

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