



**For Immediate Release**

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## **Didion Featured on *Into the Outdoors* A Wisconsin based children's program**

Cambria, Wis. (January 19, 2012) – [Didion Milling and Didion Ethanol](#) will be featured on an *Into the Outdoors* episode titled, "Big Things from Small Stuff". The episode will be shown this weekend, January 21-22, 2012 on local channels.

The episode features the full life of a corn kernel from the planting by area corn farmers using modern combines to the harvest phase. Local farmers, Mark Schroeder of De Forest and Bill Hoffman of Columbus are featured. Production of corn kernels into products is displayed in the balance of the episode, which features Didion Milling's innovative fractionation process at its dry corn mill in Cambria. Didion Corn Milling Manager, Doug Stucky can be found showcasing Didion's line of HarvestGold Family of Corn Products. Didion's sustainable business practices utilizing the full value of a kernel of corn continues at Didion Ethanol. Ethanol Plant Manager, Adam Lemmenes is featured displaying the ethanol co-product, Dried Distillers Grains (DDGS), an animal feed product.

*Into the Outdoors* may be found on multiple channels. Madison channel WKOW TV-27 on Saturdays at 6:30am, Green Bay channel WFRV TV-5 on Saturdays at 11:00am, Wausau channel WAOW TV-9 on Sundays at 10:00am, and Milwaukee channel WITI TV-6 on Sundays at 10:30am. For a complete listing of channels, please visit [www.intotheoutdoors.org/ito\\_broadcast.html](http://www.intotheoutdoors.org/ito_broadcast.html).

*Into the Outdoors* is a multiple Emmy Award-winning outdoors television series for kids. The show airs on commercial stations throughout Wisconsin, northern Minnesota, a section of Michigan's Upper Peninsula and Iowa. Since its first season in 2001, the mission of *Into the Outdoors* has been to continue the outdoor legacy of Wisconsin and to help educate a new generation of environmental stewards. Produced by Discover Mediaworks, it encompasses a weekly half-hour series, a website, and hands-on outdoor events. For more information, please visit [www.intotheoutdoors.org](http://www.intotheoutdoors.org).

Didion is a family owned operation with more than 175 employees and four locations in Wisconsin. For nearly 40 years, the Didion family of companies has been an employer and innovator in Wisconsin's Agricultural community producing corn products.

For additional information on our family of companies, please visit [www.didionmilling.com](http://www.didionmilling.com).

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