



FC Buffalo, UNC Dairy Connect on Landmark Partnership

FC Buffalo is elated to announce a landmark partnership with [Upstate Niagara Cooperative](#) (UNC Dairy), featuring its Bison, Upstate Farms, and Intense Milk brands, to deliver its 2025 USL seasons to fans new and old in Western New York and across the world.

Both the men's and women's teams will wear the Bison logo on our jersey sleeves and the front of the training tops, while ball kids and camp kids will sport the Upstate Farms logo. Bison will also present all of our home game streaming broadcasts, and a broad social media initiative will be highlighted by the Intense Milk Intense Player of the Game.

"The goal of our club from Day One was to bring the best of Buffalo around the country, both on-and-off-the-field, and we are proud of and humbled by the opportunity to represent more than 230 local farm families on the soccer fields of the United States," said FC Buffalo co-owner Nick Mendola. "In working with Bison, Upstate Farms, and Intense Milk, we are proudly carrying iconic brands from Western New York into the USL League Two and USL W League markets."

The partnership with UNC Dairy allows FC Buffalo to improve the summer experiences of youth players, fans, and men's and women's players while reaching a new and broader audience, both at the stadium and on screens around the country.

"This is more than just a sponsorship; it's about enhancing the experience for the fans and players. Like FC Buffalo, UNC Dairy is committed to providing the best of Western New York, and we're looking forward to bringing that to the pitch and celebrating with the dedicated supporters of this team." said Betsy Drewniak, UNC Dairy Marketing Director.

Merchandise will also be available for fans in FC Buffalo's Buff-a-logo online store as part of the 2025 jersey launch. The UNC Dairy team has also partnered with our club, Colvin Cleaners, the Martin Group, and hummel to deliver deeply-discounted items to season-ticket holders as part of the launch.

"We've always worn our heart on our sleeve, and Bison makes for a perfect partner on the arm of our jerseys," Mendola said.

Fans will be able to get a first-look at the jerseys and order during the pre-sale period before the season kicks off on May 17.

About Upstate Niagara Cooperative

Upstate Niagara Cooperative, Inc. is a farmer-owned cooperative of 250+ dairy farms dedicated to producing, manufacturing and distributing high-quality, fresh and delicious dairy products. Products offered by the Cooperative include milk, lactose-free milk, flavored milk, ice cream mix,



yogurt, sour cream, cottage cheese, and refrigerated sour cream-based dips. Our farmers take pride in our organization, and work hard every day to provide high-quality dairy, so we can make the best-tasting dairy products marketed under the Upstate Farms®, Bison®, Intense Milk®, Milk For Life®, and Valley Farms® brands along with our partners' brands. Upstate Niagara is committed to a cleaner planet, stronger community, and brighter future for families through food science innovation, state-of-the-art manufacturing and technology, animal well-being and sustainable farming. For more information, visit www.uncdairy.com.