



Promoting sustainable agriculture
since 1974

PRODUCE NOTES

April 22, 2002

FARM PROFILE: STRAUS FAMILY CREAMERY

Marshall, Ca.

About Straus Family Creamery

“no pesticides, antibiotics, or hormones”

We are a small, family-owned dairy farm nestled in the beautiful rolling hills of western Marin County, just north of San Francisco. We have been farming here for over 50 years. We consider ourselves both farmers and stewards of the land. We are deeply committed to: producing milk and dairy products that are organic and healthful for the general public, and developing sustainable, environmentally sound practices in farming.

We raise our cows without use of any synthetic substances to deliver to our customers the highest quality product and the healthiest. Our products are certified organic. Our milk is so rich and fresh-tasting that it is a surprise for most folks to taste. Our butter, cream, and cheeses are wonderfully tasty - we've won gold the Los Angeles County Fair, The American Cheese Society and the California State Fair as well as being named the best butter in America by House and Garden and called “extraordinary” by Martha Stewart who has featured our dairy and creamery on her show!

Our family farm began when our dad, Bill Straus, began farming in 1941 on the beautiful shores of Tomales Bay, 60 miles north of San Francisco, with 23 cows. Our mother, Ellen, read the book, *Silent Spring*, by Rachel Carson in the early 1960's, and thus began the family's strong commitment to environmental sustainability. These efforts still guide us today. When Bill and Ellen's oldest son, Albert, converted the dairy to organic in 1993, our farm became the first certified organic dairy west of the Mississippi. Albert next forged ahead and opened Straus Family Creamery to bottle milk and produce other dairy products under the family name. Albert keeps the herd small to maintain the health of both the cows and the land. In 1996, the nearby Tresch Family Dairy transitioned to organic, and became an extended part of Straus Family Creamery. Our family continues to be active in farmland protection and environmental issues.

Veritable Vegetable Company is proud of our relationship with Straus

Family Creamery. We represent their full line of organic dairy products. Many of our customers purchase these products from us. Please pass this edition of Produce Notes to your dairy buyer and let them know that we carry these products. Ask them to post this in their department so that customers can see how important it is to support Straus Family Creamery.

GO GREENBELT

This week, Veritable Vegetable Company is sponsoring the Go Greenbelt Ride, a benefit for the Greenbelt Alliance, a Bay Area organization that works for responsible urban growth and the preservation of open space and farmland in the nine Bay Area counties. This is our 10th year sponsoring the ride. Three members of our staff will be on the ride this year, Mary Jane Evans, our General Manager, Karen Salinger, our Sales Manager, and Chris Adams, our Trucking Manager. If you would like to learn more about the Greenbelt Alliance, please visit their website at www.greenbeltalliance.org. The website also has a lot of information about Go Greenbelt ride that covers 480 miles in seven days. By the way, Straus Family Creamery generously donates products for the ride.

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THE BAY AREA REGION



ALAMEDA COUNTY

Perry Farms – CCOF

Beans, Broccoli, Cauliflower, Lettuce

MARIN COUNTY

Dennis Dierks (Paradise Valley)

Beans, Squash

Fresh Run Farms

Chard, Collards, Kale

Gospel Flat Farms

Chard, Potatoes, Winter Squash

Straus Family Creamery

Butter, Milk, Yogurt, Cheese

SAN MATEO COUNTY

Jacobs Farm

Cilantro, Culinary Herbs, Parsley,
Chard, Kale

