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Not Ready to Retire Just Yet... Straus Organic Dairy Turns 65

Blake's Landing Farm, CA –

The Straus family farm, known as Blake's Landing Farm, is celebrating its 65th anniversary.

The farm began in 1941, when Bill Straus started the dairy with only 23 cows, along the beautiful shores of Tomales Bay. Some 20 years later, after reading the book Silent Spring by Rachel Carson, Ellen Straus began acting on the family's strong commitment to the principles of sustainability. And in 1980, Ellen co-founded the Marin Agricultural Land Trust (MALT), the first agricultural land trust in the nation, to ensure that farmlands remain intact for generations to follow. Albert converted the dairy to be certified organic in 1993, making it the first certified organic dairy west of the Mississippi River. In 1994, Albert launched Straus Family Creamery to bottle organic milk as well as make organic butter, yogurt and ice cream under the family name.

"It's amazing to think back and realize that my father started 65 years ago. Plus, my mother was so committed to keeping family farms going throughout Marin county it was very inspiring to me," said Albert Straus, President of Straus Family Creamery. "Our longevity is good news for family farms everywhere. You can make it!"

The Straus family continues to be active in farmland protection and environmental issues. For example, the dairy is powered by electricity generated from methane gas created from

cow manure and dairy wastewater, thereby reducing the amount of greenhouse gases released into the air as well as providing a renewable source of energy. The farm is also in the process of converting its trucks and equipment to run on vegetable oil.

For more information about Straus Family Creamery visit www.strausfamilycreamery.com

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