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For Immediate Release

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## **Straus Organic Dairy Finds Hope in California's Organic Milk Production Report**

Marshall, CA – Straus Family Creamery

Albert Straus feels that after 12 years of toiling in obscurity he's finally getting the recognition he deserves. "Ever since I've been a dairy farmer, that's over 30 years now, this is the first time that the California Department of Food and Agriculture (CDFA) is reporting Organic Milk sales in their monthly bulletin. I guess organic milk has finally arrived in the State of California. As far as the CDFA goes, we now exist."

In the May 2006 Dairy Information Bulletin the CDFA reported Class 1 Organic Milk Sales to be 2,071,000 gallons of the total 64,553,000 gallons produced in the state during the month of May. Class 1 Milk is defined as milk sold either as whole, reduced fat, low fat, nonfat, or as half and half. The 2 million gallons of Organic milk totaled 3.2% of total Class 1 milk production. "It's great that organic milk has reached a little over 3% of the total milk market, but it's still less than half of chocolate milk sales, so we have a long way to go before we can really make an impact on dairy farming throughout the state," said Straus.

"There's plenty of room for more education on the benefits of Organic milk, yogurt, ice cream and butter in the diet and for the planet," said Straus, President and Founder of Straus Family Creamery. "It's also great for the Organic dairy farmers because they can continue the work needed to maintain family farms in this state," added Straus.

Albert Straus is the Founder of Straus Family Creamery, the first organic dairy west of the Mississippi. Albert Straus is a noted authority and activist in the areas of family farming,

organic farming, sustainable agriculture, waste reduction in farming and food processing, and alternative-energy production.

Straus Family Creamery makes organic varieties of yogurt, milk, ice cream and European-style butters that are available at natural and specialty food retailers throughout the 11 western states. For more information visit [www.strausfamilycreamery.com](http://www.strausfamilycreamery.com)

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