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For Immediate Release
(Photos available)

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Straus Artisan Organic Dairy Products Now Available in Raley's, Bel-Air and Nob Hill Markets

Marshall, CA – Straus Family Creamery

Straus Family Creamery, a small family-owned dairy and creamery located along the northern coast of California, will begin selling their artisan organic milk, ice cream, yogurt and butter at all Raley's, Bel-Air Markets and Nob Hill supermarkets in the greater Sacramento and San Francisco Bay area. Straus is one of a handful of dairies in the United States that does not homogenize their milk so the cream rises to the top. The organic milk products include cream-top whole milk, cream-top 2% milk, cream-top 1% milk and fat free milk. All of their milks are pasteurized by a high-temperature short-time (HTST) method to retain the fresh sweet taste of the milk while ensuring the highest level of food safety.

Straus Family Creamery is a leader in organic and environmental stewardship. 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.

"I'm thrilled that we're in Raley's, Bel Air Markets and Nob Hill Supermarkets," said Albert Straus, President of Straus Family Creamery. "This demonstrates Raley's commitment and support to small organic farmers which is important for the survival of family farms

everywhere. We're looking forward to having our organic milk available for their customers. It's a great fit for both of us."

The Straus family 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 and to make organic butter, yogurt and ice cream under the family name.

Straus milk is available in glass and #2HDPE plastic jugs in half gallons. The opaque HDPE container is readily accepted by community recycling programs throughout the state and is recycled more often than paperboard milk containers. The glass bottles are fully refundable and reusable. For more information about Straus products and farming practices visit www.strausfamilycreamery.com

Raley's was founded by Thomas P. Raley in 1935 in Placerville, CA. Raley's has since grown to include 138 stores in Northern California, Nevada and New Mexico. Raley's has been voted the #1 supermarket chain in the nation by readers of a leading national consumer magazine three consecutive times – in 1997, 2000 and 2003. Raley's owns and operates 87 Raley's, 21 Bel Air Markets and 24 Nob Hill Foods supermarkets. Raley's Main Office is located at 500 West Capitol Avenue, West Sacramento, CA. The office can be reached at (916) 373-3333.

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