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News Release

Mr. Straus Goes to Washington: Straus advocates to maintain the integrity of organic

MARSHALL, Calif., Jan. 7, 2010 - Straus Family Creamery, Albert Straus, the Founder and President of Straus Family Creamery (SFC), traveled to the US Capitol on January 7, 2010 to meet with officials at the Office of Management and Budget to express his concerns about the latest version of the proposed organic dairy regulations. According to Straus, aspects of the proposed rules do not consider significant regional variations in climate, rainfall, availability of water and a number of other factors which directly affect a dairy farmer's ability to care for the soil, water and the wellbeing of the animals. Straus has been advocating for changes to the proposed rules since 2005 when he testified at the National Organic Standards Board (NOSB) Pasture Workshop in Pennsylvania. In December of 2008, he made extensive public comments to the National Organic Program (NOP), the agency responsible for drafting the rules, and also successfully motivated a large base of loyal SFC supporters to comment as well.

In his comments to the NOP in 2008, Straus stated, "Many aspects of this proposed rule will, in fact, threaten the very dairies I think you are trying to protect. The organic industry must maintain its integrity in order for consumers to continue supporting it. As an industry, we must be united in our commitment to safe, high quality organic products, sustainable farming practices, and to the welfare of our animals. Rules that compromise any of these key areas will threaten our integrity in the hearts and minds of our consumers."

Specifically, one of Straus's main concerns is regarding a requirement that livestock to be fed a minimum of 30% dry matter intake from pasture and a minimum 120 day growing season. While the requirement may be feasible in certain parts of the country, it does not consider the regional climate in Northern California. Further, according to local organic certifiers, this requirement cannot be measured accurately. As an alternative, he suggests a establishing a requirement on the maximum number of animals per acre of grazing pasture.

SFC is completely committed to sustainable, organic dairy farming and fully supports stricter regulations to ensure industrywide compliance. Straus has a long history of pioneering sustainable agricultural and business practices. Straus's family dairy has operated in Northern California since 1941. In the beginning of 1994 the dairy and creamery were the first to achieve organic certification west of the Mississippi. The creamery produces a full line of award winning products including milk in reusable glass bottles, yogurt, butter, and ice cream.

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Straus Family Creamery strives to consistently provide the highest quality, best tasting, organic milk, yogurt, butter and ice cream made with minimal processing and wholesome ingredients. Straus Family Creamery makes business decisions based upon environmental and ecological considerations, which support the philosophy of sustainable, organic family farming, for the health and well being of the company, its producers, employees and the community at large.