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News Release

For Immediate Release

Straus Family Creamery Creates Sustainable Trade Booth from Locally Reclaimed Materials with Heritage Salvage

MARSHALL, CA, March 12, 2010- Straus Family Creamery (SFC), stays local by sourcing reclaimed wood and materials from Heritage Salvage (HS) to design and build its new trade show booth. The booth, crafted with 100% recycled materials including wood from a 1930's Petaluma chicken barn, debuted at Natural Products Expo West in Anaheim, CA on March 12th.

The Straus team came to Heritage Salvage with an idea for trade show booth and two weeks to build a booth. After an hour with HS founder Michael "Bug" Deakin and Karen Helms, Liz Scatena, Marketing Manager of SFC drew a sketch of the idea on a napkin and the Heritage HS team responded with a physical mock up the same day.

The final result was a sustainable booth created with 100% recycled materials, including hand painted SFC logo on the back of a metal traffic sign, by craftsman Chris Cheek.

"Using reclaimed materials to make our booth is in line with our philosophy to reduce our environmental impact wherever possible," said Rich Martin, SFC's Vice President of Sales and Marketing, who guided the SFC team in creating the booth. "We're extremely happy to showcase our products in a booth which represents two of our core values- local and sustainability!"

Supporting walls of booth are white wash painted barn wood boards gathered from a 1930's chicken barn in West Petaluma. Other materials from old structures which have found new life in the booth include the following transformations:

- 1915 Scotts Valley homestead → Red barn board trim and barn door table
- Petaluma Library Museum folding table → Table legs
- Chicken barn from Ojai → Metal roof
- 1911 Hunts Ferry Grain warehouse from Maupin, Oregon → The floor
- Sonoma Valley High School bleachers → Metal brackets supporting the roof structure

Deakin said "The opportunity to apply our level of craftsmanship in design and build in two weeks to present the quality of craftsmanship Straus exhibits as the penultimate dairy was a challenge we cherished!"

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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.

About Heritage Salvage (www.heritagesalvage.com)

Heritage Salvage (HS), Petaluma's green building source, specializes in reclaiming, repurposing and reusing wood and building materials from existing structures. HS offers recycled building materials and custom wood furniture hand crafted by our artists for sale and custom design-build to client's needs for home, garden and commercial projects. Heritage Salvage revitalizes heritage and participates in community with a passion for beauty, a design for life, and positive input for the spirit.

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