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FOR IMMEDIATE RELEASE

Straus Family Creamery is a Leader in Renewable Energy
Supports the Launch of Marin Clean Energy

MARSHALL, CA, May 6, 2010 – Straus Family Creamery will be honored as a Marin Clean Energy Leader at an event hosted by State Senator Mark Leno, Assemblyman Jared Huffman, and Supervisor Charles McGlashan.

Straus Family Creamery generates renewable energy through a methane digester, which supplies 90% of the energy for the Straus dairy. Straus also uses renewable energy produced by the 124 kilowatt solar electric system on its corporate headquarters in Petaluma, CA.

MCE (www.marincleanenergy.info) is a renewable energy supplier that will soon be available to Marin customers. MCE is responsible for sourcing the power and purchases the energy supply while PG&E continues to deliver the energy, maintain and repair transmission lines, and provide customer service and billing. The Marin Clean Energy Program aims to supply nearly twice the renewable energy content available from PG&E at the same rates.

As MCE matures, energy producers like Straus will be able to sell their energy in a competitive market. This is an important step in helping to support long-term sustainability goals.

“We’re glad to see this option for consumers as an energy alternative,” says Albert Straus, President of Straus Family Creamery. “Having an alternative creates a more competitive market. It’s a way to support local providers of clean energy and to encourage the development of more renewable energy sources.”

Straus began his attempt to generate renewable energy with a methane digester in the early ‘80s, but had difficulty securing funding. After the energy crisis in the early 2000’s funding was available. The Straus methane digester project received 50% funding from the California Energy Commission. Using a methane digester, which entails putting a tarp over the manure ponds, also eliminates the release of methane, a potent greenhouse gas, into the air. The manure separator separates out the solids, which are reused as compost, providing additional, far-reaching ecosystem benefits.

According to the 2010 report, *Greenhouse Gas Emissions from the Dairy Sector*, prepared by the Food and Agriculture Organization of the United Nations, global milk production, processing and transportation account for approximately three percent of global greenhouse gas emissions. Methane is generally the largest contributor to the total greenhouse gas emissions from milk production, accounting for at least 50 percent of emissions. A dairy cow can generate 120 lbs. of

waste each day, totaling about 40,000 lbs. per year.

“We would love to see more dairies be able to generate electricity with methane digesters. It’s a practical way to manage waste in an environmentally sustainable way, and it creates an extra revenue stream, which small farms need,” says Straus.

Straus Family Creamery consistently provides the highest quality, best-tasting, organic milk, yogurt, butter, and ice cream, all made with minimal processing and wholesome ingredients. Straus Family Creamery bases its business decisions on 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.

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