



Nourishing Farms, Food, People & the Earth

Driven by our *mission* to sustain family farms

1941: Bill Straus purchases a small dairy farm on Tomales Bay with 23 Jersey cows.

1980: Ellen Straus co-founds the Marin Agricultural Land Trust: first agricultural land trust in the country that indefinitely protects farmland in Marin County.

1994: Becomes the **first** 100% certified organic creamery in the United States. The Straus Dairy Farm becomes the **first** certified organic dairy farm west of the Mississippi River.

1994: Water Conservation: The Straus Dairy Farm reuses all waste water from the creamery.

2012: Material Avoidance: Reusable pallet wraps help avoid 15,000 pounds of plastic wrap annually.

2013: Going Green: Becomes a certified California green business.

2015: Material Reduction: Decreases transport packaging by 50%.

2017: Reduce Climate Emissions: More than 50% below the benchmark for a U.S. dairy processing plant.

2018: Zero Waste Management: Recycles, repurposes, and reuses 92% of all materials.

2019: Packaging Reduction: Reduces yogurt container plastics by 17%.

Straus Family Legacy



First in Organics



Sustainable Organic Creamery



Elevated Non-GMO Commitment



Strengthen Rural Communities

2013: Straus' certified organic milk suppliers grow to 9 organic dairy farms in Marin and Sonoma Counties.

2016: Nearly 90% of the dairy farms in Marin and Sonoma Counties are certified organic.

1994: Introduces organic cream-top milk in reusable glass bottles.

2003: Launches an organic artisan ice cream without any artificial ingredients or coloring.

2008: First Organic Barista® Whole Milk for culinary professionals on the market.

2018: #1 selling Organic Chocolate Milk in California.

Source: SPINS Natural Channel Data



Product Milestones



Help Reverse Climate Change

2004: Albert Straus installs methane digester. Uses cow manure to produce renewable electricity to power his entire 500-acre dairy farm.

2013: Straus Dairy Farm is the **first** dairy farm in California to develop a carbon farm plan to reduce and sequester 2000 metric tons of CO₂e every year.

2017: Albert Straus launches the world's **first** full-scale electric truck — powered by cow manure.

2008: Albert Straus implements a non-GMO testing and verification system of all animal feed purchased by the creamery's milk suppliers.

2010: First creamery in North America to certify its products with the Non-GMO Project verified seal.

STRAUS ANNUAL ENVIROMENTAL IMPACT



Reuses 8,000,000 gallons of waste water



Decreases cardboard and plastic use by 500,000 pounds



Reusable glass bottles help keep more than 500,000 pounds of milk containers and plastic out of landfills



Methane digester's climate benefit is equivalent to eliminating the emissions from nearly 350 passenger cars*



Recycles, reuses, or repurposes 92% of all materials



Climate emissions are more than 50% below the benchmark for a U.S. dairy processing plant



Operates on 100% renewable electricity from wind and solar power sources in California

What's next? Develop a replicable carbon-neutral dairy model with net zero climate emissions

