



Local. Organic. Sustainable.



Straus Family Creamery

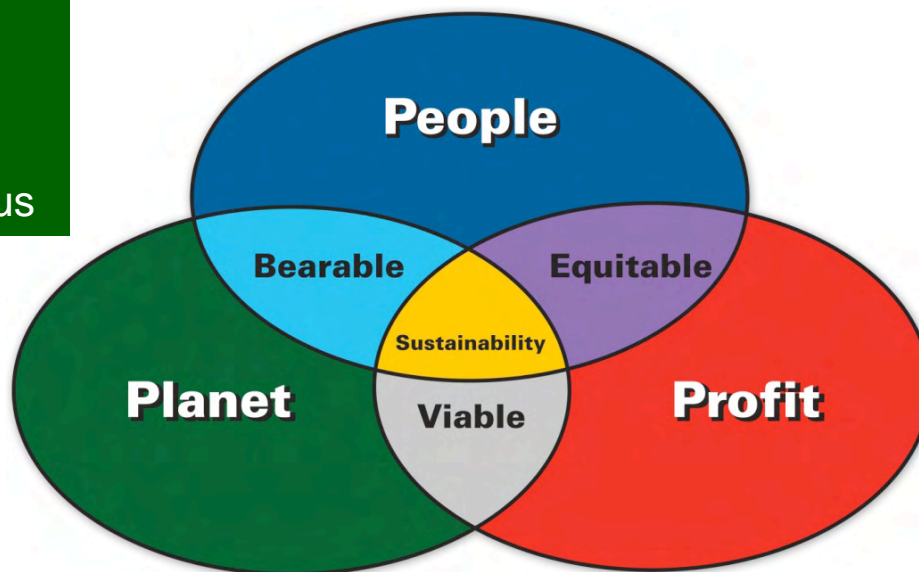
Albert Straus

California Climate & Agriculture Summit
UC Davis
October 1, 2009



Sustainability

- Efficient operations
- Renewable energy
- Waste reduction
- Land conservation
- Local distribution focus



- Healthcare
- Education & training
- Job creation
- Housing

- Premium pricing
- Good margins now
- Significant margin improvement with move to new facility

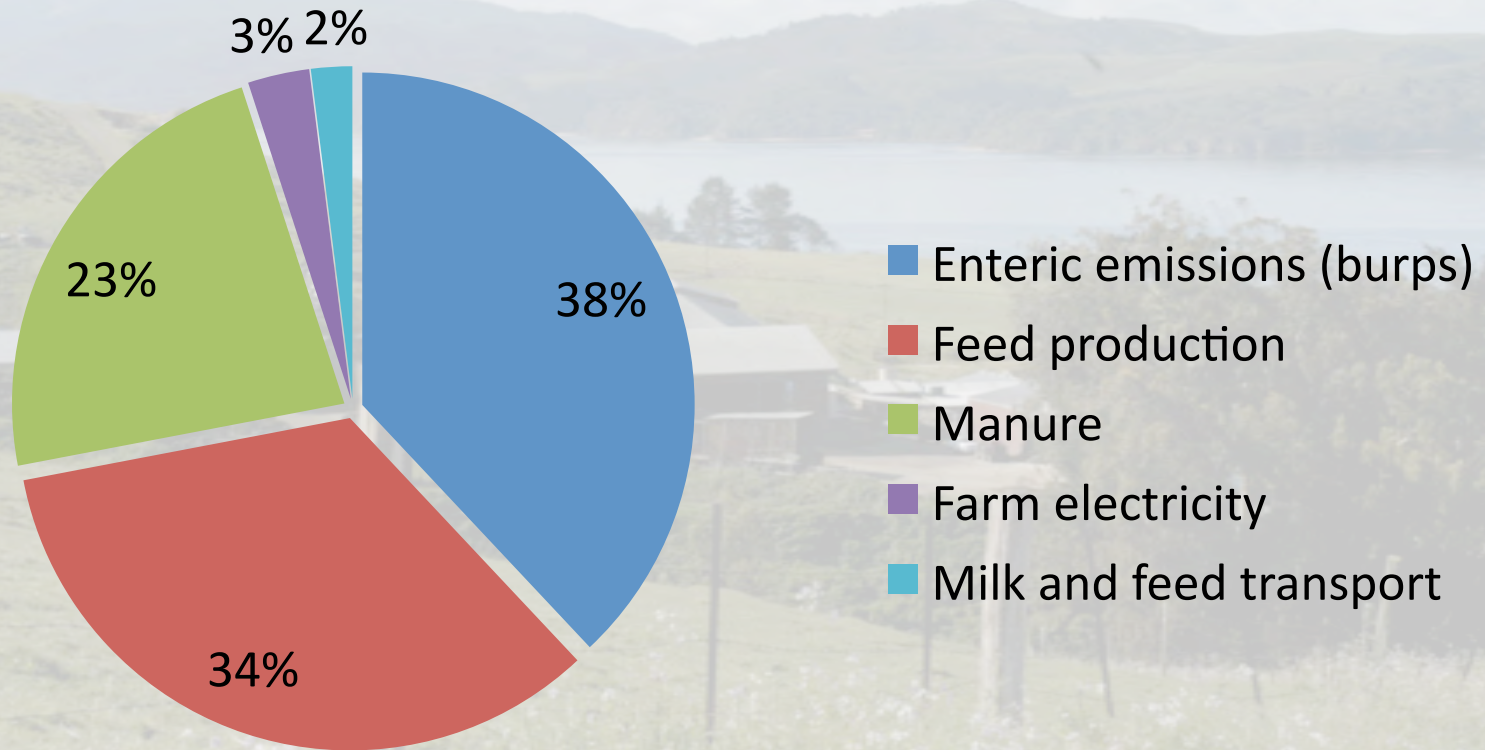
Impacts extend beyond Straus

- Creating a replicable, sustainable business model for dairies across the U.S.
- Multiplying impacts
- Bringing back the family farm
- Showing that it can be done



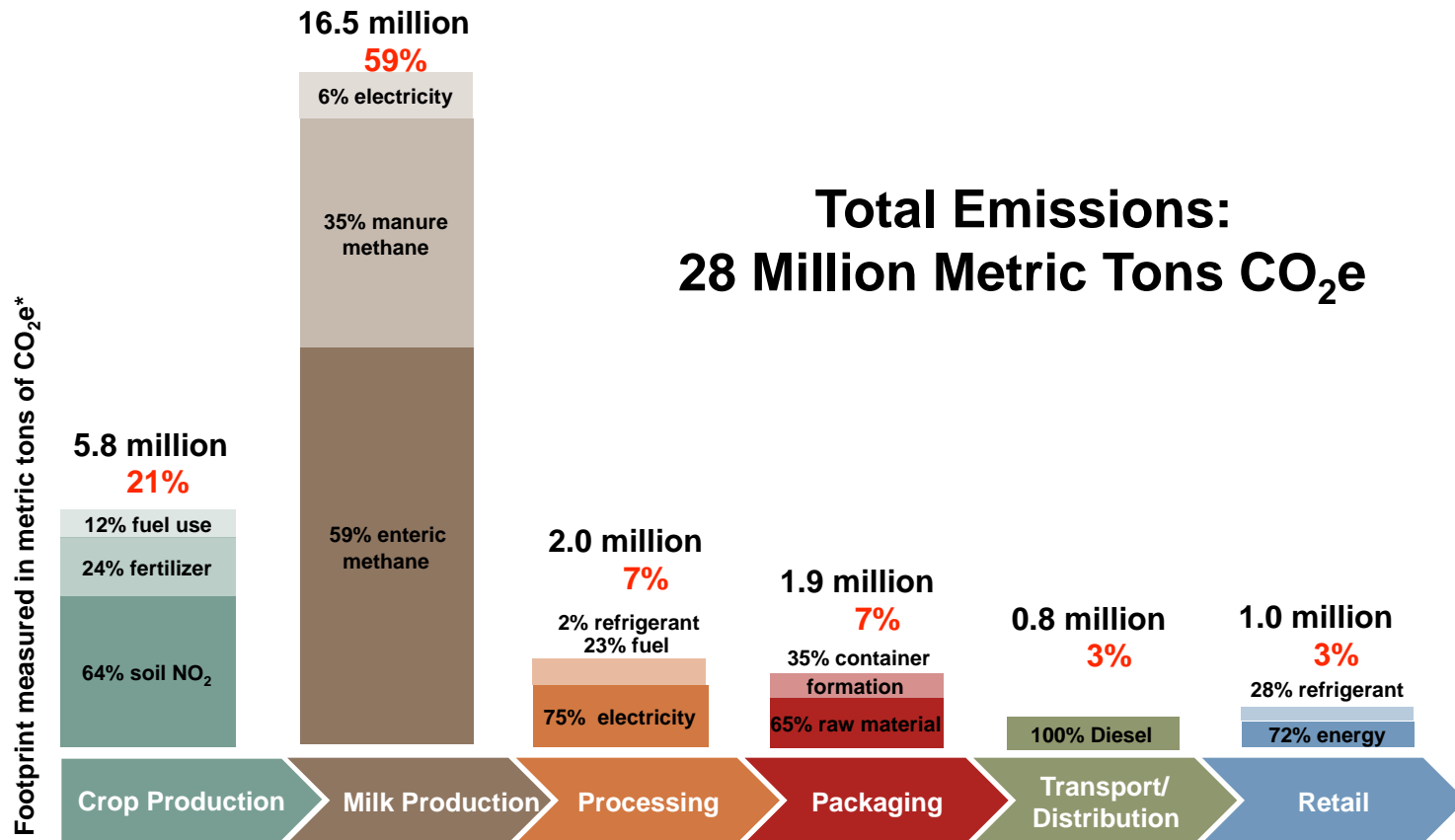
Dairy Footprint

Average dairy farm emissions breakdown



Source: The Stonyfield Farm Greener Cow Project, approximated results from a Wisconsin dairy

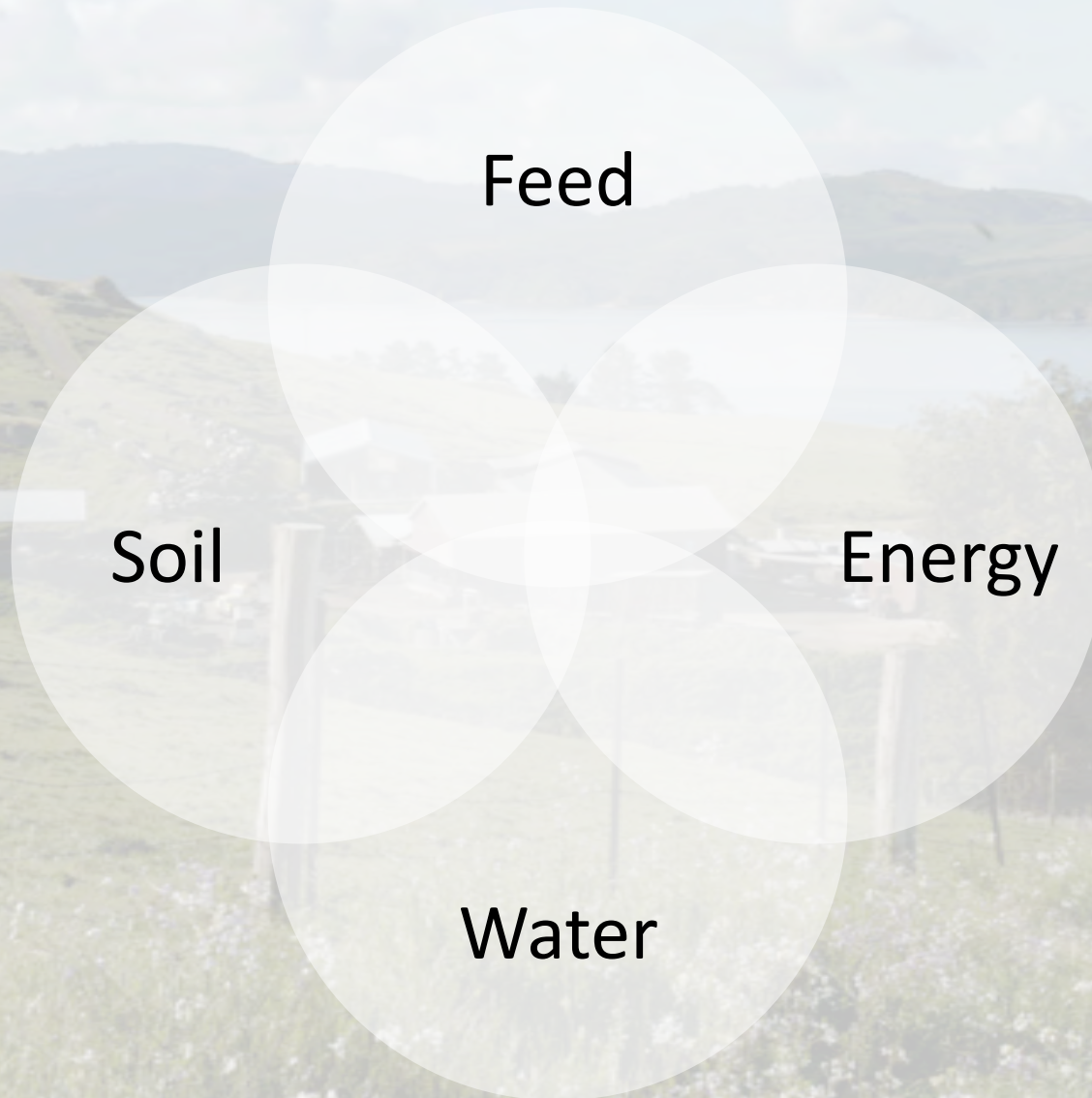
U.S. Dairy Footprint: Sources of GHGs



Footprint conducted by Blu Skye Sustainability Consulting is a scan-level footprint based on a literature-review of major greenhouse gas (GHG) studies in the dairy industry. University of Arkansas is currently conducting a life cycle assessment of GHG for fluid milk.



Sustainability Factors





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Feed

- Organic- no pesticides and fertilizers
- Sourced locally and grown onsite
- Mix of silage and grains including flax
- Use of flax can reduce enteric emissions





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Energy

- Methane digester installed in 2004
- Produces 90% of the energy for the dairy
- Potential to produce more





Soil Conservation

- Ample room- two acres per cow minimizes erosion
- Limited pasture access in winter
- No till planting





Water

- All creeks are fenced off
- Aerobic and anaerobic ponds for digester resulted in significant decreases of:
 - Fecal coliform bacteria (Over 99%)
 - BOD (> 80%)



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Challenges

- Funding
- Regulations
- Technology
- Trying new things

Opportunities

- Grants, growth
- Partnerships, advocacy
- Innovation
- Being a model

Thank you!

