



**PRESS RELEASE**  
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FOR IMMEDIATE RELEASE

April 9, 2008

## **Red Barn Family Farms Launches Premium Bottled Milk**

APPLETON – Red Barn Family Farms, a new Wisconsin family-owned dairy company, today launched a premium brand of milk that will be available in Sendik’s Food Markets at the Grafton, Mequon and Franklin locations beginning April 17, with other select grocers to follow. Red Barn Family Farms is the country’s first procurement company to select milk based not only on the quality of the product, but also on the treatment of the animals.

Red Barn’s product is part of the growing diversity of Wisconsin agriculture and provides another choice for consumers, many of whom are not only seeking exceptional milk quality, but who are also asking for certified quality animal care, said Dr. Terry Homan, veterinarian and founder of Red Barn Family Farms. Every dairy farm that supplies milk to Red Barn Family Farms is certified by the American Humane Association.

“It’s simple - the cows that receive the best care produce the best milk,” Dr. Homan said.

The quality and taste of the niche brand is a direct result of the production style of the family farms from which it comes, Homan says. In fact, every participating dairy must meet strict standards called “The Red Barn Rules,” criteria which routinely measure the physical health of each cow, the mortality rate of the herd, the health reflected in the milk, and the cleanliness of the milk leaving the farm. Red Barn Family Farms milk is rBST free.

In addition to the rules, each dairy farm must pass an American Humane Certified Process inspection, certifying humane treatment of the animals. The program is administered by the American Humane Association, one of the oldest organizations in the United States dedicated to the welfare of animals.

Wisconsin dairy farmers work hard to take care of their animals. The Red Barn Family Farms brand may be the beginning of a trend to document that care. Dr. Homan said his impetus to start the brand came from his 12 years of dairy veterinary practice in rural Wisconsin, and his desire to provide better transparency in how milk on store shelves is produced.

“I believe these family dairies are excellent models of how to care for animals. These farms are proud of their commitment to their cows, proud of their heritage, and I am convinced that this difference can be tasted in the milk,” Dr. Homan said.

Innovative leaders such as Dr. Homan continue to propel Wisconsin to the forefront of the cutting edge of the industry and provide yet another choice for consumers seeking high-quality dairy products from America’s Dairyland, said Dan Carter, founder and chairman of the Dairy Business Innovation Center, a non-profit organization dedicated to helping launch and market value-added dairy products.

“A hearty welcome and congratulations to Wisconsin’s newest dairy entrepreneur,” Carter said.

Red Barn Family Farms milk is bottled at Lamers Dairy, a family owned bottling plant in Appleton, and will be available in nonfat, reduced fat, and whole milk.

“Red Barn Family Farms is a great example of a group of dairy producers who take social responsibility for both their products and their animals,” said Tim Amlaw, manager of the American Humane Association certification program. “Their dedication to the absolute health and humane treatment of their animals is reflected in the quality of the milk.”

For more information, contact Dr. Terry Homan at 920-570-0648.

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*The **Dairy Business Innovation Center** offers technical assistance to dairy entrepreneurs in developing value-added dairy products, business planning and market development. For more information, visit [www.dbicusa.org](http://www.dbicusa.org) or call Jeanne Carpenter at 608-358-7837, email [Jeanne@wordartisanllc.com](mailto:Jeanne@wordartisanllc.com)*

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