A DIFFERENT KIND OF DAIRY CELEBRATES 45 YEARS

Redwood Hill Farm & Creamery Inc. Backgrounder – Sustainably Farmed & Family Owned Since 1968

(Sebastopol, Calif.) In 1968, Kenneth and Cynthia Bice moved their family from Southern California to Sebastopol, 60 miles north of San Francisco among the picturesque redwoods of western Sonoma County. They were seeking a "back to the land" lifestyle. The Bice kids were in culture shock at first, but got involved raising and showing goats in 4-H, learning to love the land and goats in the process. Soon there was an excess of goat milk that the family began selling to local health food stores and Redwood Hill Farm® was born. Today, first-born Jennifer Bice owns and guides the goat dairy and creamery her parents founded as an exemplary *ecopreneur* in a style that is better described as "giving back to the land."

Five of the 10 Bice children with their 4-H goats. From left: Jennifer, Steven, Sharon, Shelley, Kevin (circa 1971).

As more and more people look for ways to "go back to the land" – even if it's in their own backyard with a chicken coop or a balcony or roof top garden in the middle of the city – and companies look for ways to operate sustainably and responsibly, Jennifer offers inspiration, motivation and encouragement with her story of success and struggle in responsibly building and growing her family business.

To describe Redwood Hill Farm as a Sonoma County "gem" is particularly accurate as the woman-owned, family-operated, sustainably-farmed business celebrates its "sapphire" 45th anniversary in 2013. Jennifer and four of her 10 siblings who help run the family business are as proud of their many business and industry firsts as they are of the many first place blue ribbons awarded their fine artisanal goat milk cheeses, yogurts and kefirs and "Best in Show" dairy goats.

<u>Redwood Hill Farm & Creamery Firsts:</u>

- Redwood Hill Farm holds the distinction of being the first goat dairy in the United States to be Certified Humane®.
- Redwood Hill Farm introduced the first goat's milk yogurt, available nationwide, in 1986 when most folks still thought goat milk was only for chevre. It continues to be the favorite and best-selling goat yogurt in the U.S.
- Redwood Hill Farm was the first to make a Camembert style cheese from goat milk, named Camellia after one of their first Saanen goats, in 1994.
- Redwood Hill Farm goat milk kefir is a one-of-a-kind that has been a best selling product in the natural foods industry since its introduction in 2008.
- Redwood Hill Farm & Creamery was the first to introduce a line of lactose free, real cow dairy products nationwide when it launched Green Valley Organics® brand in 2010 which is still the only organic, Certified Humane®, lactose free brand in the U.S. from a single source cow dairy.
- Both the farm and the creamery went solar in 2010.

Jennifer Bice with blue ribbon-winning goat, Biafra (circa 1969)

More than business, dairy goats and cheese making are lifelong passions for Jennifer. She won her first blue ribbon in 4-H as a young teen and was again named "Premier Breeder of the Show" at the 2012 American Dairy Goat Association (ADGA) National Show. In 2011 Jennifer was inducted into the American Cheese Society Academy of Cheese as one of eight pioneers of artisan goat cheese in the U.S. She lives on the farm next to the goat barn that houses her award-winning herd of 300 Alpine, LaMancha, Nubian and Saanen goats – and knows each and every one by name.

Like all company owners, Jennifer is mindful of the bottom line, but for her it is a "triple bottom line" – planet, people, profits – with an added "P" for pledge. The Redwood Hill Farm & Creamery Pledge is a statement of the family's commitment to producing delicious dairy products of the highest quality and providing a sustainable environment and implementing practices for the benefit of the animals, the land and people.

This is what makes Redwood Hill Farm "a different kind of dairy":

- **Healthful and delicious specialty dairy products:** All products are free of preservatives, artificial flavoring or coloring, and only 100% fresh milk and organic fruits are used.

- **Guarantee the health, happiness, and ethical treatment of all our dairy animals:** While Redwood Hill Farm is the first Certified Humane® goat dairy in the U.S., the single source cow dairy that provides milk for Redwood Hill Farm & Creamery's new Green Valley Organics line is also Certified Humane®.

- **Commitment to sustainability:** Electric vehicle recharging stations; manure and straw/hay stems are composted or used as mulch around the fruit trees; reclaimed water is used to clean areas where acceptable.

- **Solar Powered:** Since 2010, two acres of solar roof panels to help run the creamery and their goat dairy farm went 100% solar where Jennifer, Scott and brother David live.

- **Support our contributing dairies:** Family farm producers are compensated with a fair price for their milk.

- **Support the community:** For over 30 years Redwood Hill Farm & Creamery has donated to and partnered with youth and agriculture organizations, local health needs, and environmental causes in our community.

- **Honor and value our employees:** All employees are paid a competitive wage; receive full health care for all employees and their families; employee reward program for new ideas for re-using and recycling that keeps everyone on the alert for new ways to protect our environment.

- **Demonstrate integrity:** Commitment to fair business practices with all business partners.

- ***"Join Us"*** at RedwoodHill.com, GreenValleyLactoseFree.com, The Bleat Beat blog, Facebook and Twitter @RedwoodHillFarm

Jennifer Bice with her Saanen goat "Jem" by the solar panels on the family farm (2012) as pictured on new lids of Redwood Hill Farm Goat Milk Yogurt