



**FOR IMMEDIATE RELEASE**

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**HUDSON VALLEY FRESH –PRODUCER OF PREMIUM QUALITY LOCAL MILK-  
- NOW AVAILABLE IN NEW YORK CITY**

*It has a depth of flavor that no other milk has, and it just tastes fresher.*

- Eli Zabar, owner of E.A.T. & Eli's Vinegar Factory

*It froths like no other milk!*

- Jack Mazzola, owner of Jack's Stir Brew

**New York, New York, September 1, 2008** – Once only sold in upstate New York, **Hudson Valley Fresh** is now expanding its retail market to New York City, where demand for locally grown foods is high. The premium quality milk (whole, skim, low-fat and chocolate) from Hudson Valley Fresh, which travels from the cow to the store in less than 36 hours, can be found in Whole Foods, Foragers and Eli's, along with Jack's Stir Brew coffeehouses.

Hudson Valley Fresh (HVF) is a non-profit dairy cooperative founded by Dr. Sam Simon and former State Assemblyman Patrick Manning in 2004 to provide a sustainable future in agriculture for cooperative dairy farmer members by stabilizing market prices. Hudson Valley Fresh farmers take pride in their high quality milk and the cooperative requires all members to comply with the strictest guidelines regarding freshness and quality,

well beyond New York State standards. For example, at HVF farms, somatic cell counts (SCC), which monitor the health of the herd and individual cows, average 150,000 cells per milliliter – HVF’s production code mandates that farms must have less than 200,000 cells per milliliter to remain in the cooperative - while most industrial and organic dairy farms have an average of 420,000 cells per milliliter for pooled milk. The federal government standard is 750,000 cells per milliliter. It is due to high standards like these that Hudson Valley Fresh farms are often recognized for the superiority of their milk, winning awards like the *National Dairy Quality Award* and the *NYS Environmental Stewardship Award*.

In addition to the rigorous milk and cow testing, Hudson Valley Fresh cows are never treated with artificial hormones like recombinant bovine somatotropin (rBST) or recombinant bovine growth hormone (rBGH). Due to this, and the fact that HVF cows have a varied diet and comfortable stalls, the cows live longer, happier lives (an average of seven to eight years, as compared with an industry average of only three and a half years!), and they produce better-tasting milk. Also contributing to the milk’s great taste is the fact that HVF minimally-pasteurizes its milk (only 20 seconds at 164 degrees, as compared with ultra-pasteurized milk which is heated for more than 45 minutes), which means that the milk’s fresh flavor remains unchanged.

It is for these reasons and many more that Hudson Valley Fresh believes in the quality of the milk its members produce, and supports that quality by ensuring a fair price for cooperative farmers’ goods. This in turn helps to keep those farmers in business, which means preventing the loss of their land to development, and protecting the natural beauty of the region. In the 1970s, there were 275 dairies in Dutchess County, the highest number of dairy farms in New York State -- and now there only 26. Hudson Valley Fresh is working to ensure

that the number falls no lower – HVF farms are currently preserving 5,000 acres of open land.

It's not only Hudson Valley Fresh members who believe in the cooperative's high quality product and mission, the sustainable dining halls at New York University also do, and demonstrate that by providing HVF milk for their students and faculty. Hudson Valley Fresh milk is also served in the Governor's Executive Mansion in Albany, and Jack Mazzola, owner of Jack's Stir Brew coffeehouses, swears by HVF milk. He loves it because it froths like no other (due to the balance between healthy omega 3 and omega 6's from the hay the cows eat). By drinking delicious Hudson Valley Fresh milk, New Yorkers are not only enjoying a high quality, fresh local product, but are also helping to protect land from development—now that's sustainable agriculture that tastes great!

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*Hudson Valley Fresh is a non-profit dairy cooperative – and dedicated to showcasing our proud agricultural heritage in the Hudson River Valley, promoting us as the premier food region that we are, and producing a living wage for our farmers and their families. For more information, please visit: [www.hudsonvalleyfresh.com](http://www.hudsonvalleyfresh.com)*