

***Excerpt from New York Times Article – February 2008***

Just a week ago I had my first taste of Hudson Valley Fresh Milk. This cooperative of 10 farmers, begun in 2005, has found a better, meaning more lucrative, way of staying in the milk business. These farmers are guaranteed a minimum of \$20 for 100 pounds of milk, and while the going price at the moment is \$22 because of the high price of corn, it's often in the low teens.

Ronnybrook Farm Dairy, one of the better-known small dairies and creameries in this area, buys some of the co-op's milk. Because the milk is pasteurized for a very short time and arrives in New York City stores like the Vinegar Factory and Whole Foods within 36 hours of leaving the cow, the milk tastes particularly sweet.

"The demand, I think, is huge," Mr. Kaufelt said. "People always want better flavor."