

## For Immediate Release

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\*High-res photos and videos available upon request

## Quick Chill Process at Dairy Farm Improves Milk Taste and Quality

*For consumers, interest in food sources continues to surge*

**MANHEIM, Pa. – (January 22, 2009)** – Dairy farms produce an astonishing 21 billion gallons of milk annually, and Americans are drinking it up, for its fresh taste and many healthy benefits. But, what happens to milk before it hits the supermarket shelf? As consumers demand more information on food sources, they're discovering that for everyday staples like milk, quality can vary widely depending on the producer.

The eco-friendly Kreider Farms, one of the largest dairy producers in Pennsylvania, has implemented many practices to elevate the quality of their milk, including an innovative "quick chill" process. This special technology, used only by a select number of farms across the nation, takes the 100 degree milk from the cow and quick chills it down to 33 degrees in a mere eight minutes - locking in quality and freshness, before the milk is pumped into a storage tank.

"A majority of farms take an hour-and-a-half to two hours to chill their milk down to 37 degrees," said Ron Kreider, president and CEO, and the third-generation family leader of Kreider Farms. "In addition to slow chilling, most dairy farms also pump 67 to 100 degree milk right into a storage tank with milk that has already been chilled, creating fluctuations in temperature that deplete the quality of the product."

Another major factor that influences the taste and quality of milk is "milk pooling." For many farms, a common practice is to pool milk from a number of surrounding farms, which results in blending the best milk to an average quality. Pooling of milk also delays processing - by the time the milk has been pooled and bottled it takes as long as three days to hit the supermarkets. "All of the milk we sell is from our farm, so we're able to chill and bottle high quality, fresh milk quickly – usually within less than 24 hours – and it arrives at the grocery store in one to two days," said Kreider.

Kreider Farms' dairy operation, which also produces ice cream, is a story of sustainability from start to finish. Awarded the U.S. Poultry and Egg Association's 2008 "Family Farm Environmental Excellence Award," the farm produces, processes and bottles all of its own milk and ice cream, giving Kreider Farms a minimal carbon footprint. Feed is grown onsite at the farm and manure is processed, treated and recycled.

Kreider's cows, which are not given RBST hormone supplement injections, are milked three times a day at the Farms' labor-saving "milking merry-go-round," a high-tech system. This one million dollar investment enables Kreider Farms to milk the cows more often, in less time. For a detailed, behind the scenes tour of Kreider's milking parlor, please visit: [http://kreiderfarms.com/video/Disc4\\_Medium.wmv](http://kreiderfarms.com/video/Disc4_Medium.wmv).

"One of the best ways to learn more about how milk is produced is to take a tour of your dairy farm," said Dave Andrews, Kreider Farms' vice president of sales & marketing. "At Kreider, visitors can take a 90 minute tour that explains the many technologies that are incorporated into the production process." The Kreider Farms tour includes a visit to the Titanic-sized loafing barn and a bird's eye view of the milking merry-go-round.

### About Kreider Farms

Founded in 1935, Kreider Farms is one of Pennsylvania's largest dairy farms, supplying fresh, high-quality eggs, milk, drinks and premium batch-churned ice cream. Headquartered in Manheim, Pa., this third-generation, family-owned and operated company includes more than 2,500 acres with 4 million egg-laying chickens, 2,000 cows, milk bottling and ice cream plants, and 225 employees. Kreider Farms' mission is to achieve excellence in delivering low-cost, high-quality products; to be good neighbors and stewards of the land; and to operate clean, efficient and state-of-the-art facilities. Kreider Farms offers farm tours as part of its effort to educate the public about sustainable farming. For more information, please visit [www.kreiderfarms.com](http://www.kreiderfarms.com).

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