



**Flavorful Insight**  
Marketing Communications & PR

# Sustainable Initiatives

## We Promote Sustainable Agriculture & Renewable Energy Pioneers



### From Cow Pies to Clear Skies: A Wisconsin Family Dairy Farm Lets Nothing Goes to Waste As Their Holsteins Help Produce Clean Energy

The green movement is sweeping the food industry. From the "buy local" trend, to the increase in composting, to the demand for energy-efficient equipment and facilities, every segment of the industry is seeking more and better ways to be environmentally responsible and sustainable.

In an inspiring example of finding a greener way to do business, the Crave Brothers Dairy Farm and its cheesemaking enterprise, Crave Brothers Farmstead Cheese, have a sophisticated, computer-controlled anaerobic digestion system that generates electricity -- enough to run their rural Wisconsin farm and cheese plant *and* power up to 120 homes - that runs on organic waste from their 750 pampered and productive Holsteins.

Anaerobic (oxygen-free) digestion is a biological process in which microorganisms break down organic waste in a process that ultimately produces gas, mainly methane with some carbon dioxide. This gas can be burned just like natural gas, thus generating energy.

Now, even city folks know that on a dairy farm, "organic waste" means "manure." The Craves, already known as agri-business innovators, are industry leaders in using this technology to transform the manure from their herd into a dependable, renewable source of clean and sustainable energy. When the Crave Brothers system was installed in 2007, it was one of only a handful in Wisconsin.

"Our family has a history of working in harmony with the land to produce quality milk and cheeses," said George Crave. He and his family are partners with his brothers, Charles, Thomas and Mark, and their families. George, a licensed cheesemaker, explains: "We want to build our business for future generations of our family, and we are committed to doing that in a way that respects the earth."

### How "Now" ...Green Cows!



FOR IMMEDIATE RELEASE

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### How "Now" ...Green Cows!

Waterloo, Wisconsin—Crave Brothers Farmstead Cheese has unveiled its new logo that emphasizes the company's commitment to sustainability on its farm and in its farmstead cheese factory. The new logo, featuring a dairy cow inside a green circle with the words "Produced with Renewable Energy," is more than a slogan. It's a way of life.

In producing their family of award-winning artisan cheeses, the Crave Brothers use 100% green power, and practice water conservation and recycling. Their commitment is evident in their land management practices and in the way they care for their cows. As a carbon- negative company, they produce more electricity with their bio digester generator than they use for their dairy farm and cheese plant. Crave Brothers Farmstead Cheese goes one step further, too, inviting customers to join them in the quest for sustainability by reusing and recycling the cheese packaging. Customers can find this new logo on their cheese packages later in the year.

Choosing Crave Brothers Farmstead Classics Cheese is a way of supporting family owned and operated farms. Crave Brothers Cheeses are created at a farmstead cheese factory where state-of-the-art technology promotes sustainability while maintaining traditional quality.

Visit the website at [www.cravecheese.com](http://www.cravecheese.com) for more information about Crave Brothers Farmstead Classic cheeses.

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“Making a Difference”



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