

FOR IMMEDIATE RELEASE



Red Barn Introduces Edun, New Zealand Style Raw Milk Cheddar
New Zealand Style Highlights Milk's Distinctive and Varied Taste Profiles

(Appleton, WI) – Red Barn Family Farms recently unveiled Edun, its New Zealand Style Raw Milk Cheddar Cheese. Dr. Terry Homan, DVM, co-founder of Red Barn with his wife Paula explained, “New Zealand style means that a cheese has been made with minimal alteration of the source milk. It preserves the flavor elements in our milk to produce a cheese with a lot of character. Our Red Barn cows have regular access to plenty of pasture and sunshine and these strongly influence the taste of their milk. Edun was especially crafted to showcase distinctive and varied taste profiles based on Wisconsin’s changes of season.”

Edun has a rich, buttery flavor and a firm texture. Its white color reflects the premium milk from which it is made. Edun pairs deliciously with crusty bread, crisp apples and juicy pears. It’s an excellent cooking companion and an essential ingredient in the best quesadillas, paninis and quiches. It’s enjoyed with a pale ale or a chilled glass of Chardonnay or Riesling.

Made from clean unpasteurized milk and cream, Edun is always rBGH free with no additives or preservatives, only salt, cultures and vegetable rennet. Meticulously crafted in small batches at Willow Creek Creamery in Berlin, Wisconsin, Edun is aged 60 days or more. Red Barn family Farms are all American Humane Association inspected and certified. Sustainability is a core value at Red Barn Family Farms, and Edun is packed and shipped in recycled fiber cartons.

Both types are available in whole, (13 lb.), half, and quarter midget wheels, wholesale, and as individual 8 oz. random weight wedges at www.redbarnfamilyfarms.com and select retailers.

Photo Caption (see attached): *Edun, New Zealand Style raw milk cheddar from Red Barn*

Family Farms, is made with minimal alteration of the source milk in order to preserve its flavor elements and produce a cheese of character.

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For the Editor: Red Barn Family Farms is a deliciously distinctive dairy procurement company that derives its prize milk and cheese from the lush green landscape of eastern Wisconsin. Established in 2008 by Dr. Terry Homan, large animal veterinarian, and his wife Paula, the mission of Red Barn is to help reinvigorate Wisconsin dairies and small cheese factories that others within the industry had written off as “terminal,” or not viable to be handed off to the next generation.

The Homans’ vocation is their work – to honor and sustain Wisconsin’s rich family dairy farming heritage. Innovative Red Barn Rules are a set of rigorous quality, animal health and operational requirements. The rules set new industry benchmarks that link excellence in animal husbandry, or humane treatment of animals, to excellence in food quality. In a major shift from commodity style production, Red Barn’s pay structure for farmers is specifically designed to reward both exceptional milk quality and animal husbandry.

Red Barn Rules place each of the eight Red Barn Family Farms in the top tier across the industry for milk quality. All Red Barn Family Farms are certified by the American Humane Association, an annual independent third party inspection of each farm. Red Barn milk is rBGH free, each farm must be family owned and must be its primary source of livelihood. The majority of the farm labor must be performed by family members. Farms milk 70 cows or fewer; each cow is known by her name, (not a number); and they live longer lives. For more information, please e-mail paula@redbarnfamilyfarms.com or go to www.redbarnfamilyfarms.com.