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**MOO-VE OVER COW'S MILK – THERE'S A NEW "KID" IN TOWN
SUPER GOAT AND HER SUPERFOODS!**

**Best-In-Category Makers of Goat's Milk Products Announce
"Greatest of All Time" (G.O.A.T.) Consumer Education Campaign**

Northern Calif. – Moo-ve over cow's milk, it's the other white milk – goat's milk – that is the "Greatest of All Time" (G.O.A.T.). Out to set the record straight, are the women owner/operators of three best-in-category makers of goat's milk products. Joining together for the greater good of the goat this trio of successful, entrepreneurial women has launched a consumer education campaign to communicate the health and environmental benefits of goat's milk.

Using the "G.O.A.T. Girls," as their moniker, Mary Keehn of Cypress Grove Chevre, Laura Howard (aka "Laloo") of Laloo's® Goat's Milk Ice Cream, and Jennifer Bice of Redwood Hill Farm & Creamery, are the founding members of G.O.A.T.

Bringing their decades of experience, impressive credentials and a shopping cart full of awarding-winning products to the program, the G.O.A.T. Girls are eager to begin spreading their message of goat goodness. With recent articles in the Wall Street Journal, New York Times, Chicago Tribune and Every Day With Rachael Ray espousing the inherent health and nutrition benefits of goat's milk and goat's milk products the timing could not be better.

"It is exciting to be entering a new phase in education for our niche area of the food world," said Keehn, who last year celebrated Cypress Grove Chevre's 25th anniversary. When we began in 1983, we were educating at the most basic level. Even my parents wondered 'why goats?' Now that goat's milk products have begun to enter the mainstream, there is an opportunity to do so much more to help consumers recognize the value and benefits of the goat and her products. The goat is in vogue for good reason and the G.O.A.T. Girls are delighted to share that information."

Jennifer Bice, owner of Redwood Hill Farm & Creamery, which her family started 41 years ago, adds: "Goat's milk is a great tasting, delicious and nutritious superfood. It is rewarding to see, in our lifetime, people responding so positively to goat's milk and goat's milk products. We have faced a long, uphill battle for our place in the billion dollar dairy industry and we've each made progress. As a group we can accomplish so much more."

As a relative newcomer to the dairy goat business, Howard shares the values of the women with whom she has partnered and the industry she has embraced. "We are all small, profitable and enlightened women-owned companies that are working together to make a difference. The nutritious and delicious goat's milk products we make feed the body, and the sustainable ways in which we ensure our earth-friendly goats tread lightly leave reduced environmental impact on the planet," said Howard.

All three women are pioneers in their respective goat's milk product categories. Howard created the world's first goat's milk ice cream, named "the holy grail of low fat ice creams" in the Wall Street Journal. Bice and her family have promoted the benefits of goat's milk for four decades, positioning Redwood Hill Farm & Creamery at the forefront of the industry. Redwood Hill holds the distinction of being the first goat dairy in the United States qualified to use the Humane Farm Animal Care's (HFAC) "Certified Humane Raised and Handled" label on its award-winning premium goat milk, artisan cheeses, natural yogurt and probiotic kefir. And, Mary Keehn was among a small group of American cheese-makers, many of them women, who shared a vision for a new kind of American cheese and created an entirely new category of American specialty cheese that today receives consistent acclaim on a national and international stage.

With this campaign, The G.O.A.T. Girls hope to bring widespread consumer awareness to what they have known all along – goat's milk is not only good for you, goats are good for the planet. Good for you because in addition to being delicious, goat's milk delivers 15% more calcium with 25% more vitamin B6 and 47% more vitamin A and also is higher in minerals than cow's milk with fewer calories. The natural buffering qualities of goat's milk make it beneficial for people with ulcers and other stomach problems and a natural for anyone looking for ease of digestion, maximum nutrition and excellent health from dairy. Goat's milk is good for the planet because goats literally leave a smaller carbon "hoof-print" – they don't decimate the land or pollute the air nearly as much as cows, they are light on their feet and because they are smaller they don't require as much energy, food or land and are the perfect addition to any family farm.

About G.O.A.T.

"Moo-ve" over cow's milk – there's a new "kid" in town: Super Goat and her Super Foods! As best-in-category manufacturers of goat's milk products, Mary Keehn of Cypress Grove Chevre, Laura Howard of Laloo's Goat's Milk Ice Cream and Jennifer Bice of Redwood Hill Farm & Creamery – know that goats are the "greatest of all time" (G.O.A.T.). All owner-operators, these successful entrepreneurial women have joined together to bring the message of "goat goodness" to the masses. Dubbing themselves the "G.O.A.T. Girls" the trio has launched a campaign to educate consumers about the many health benefits and the wide variety of U.S.-made goat's milk products. For more information about delicious and nutritious good for you goat's milk products, please visit www.supergoat.org or contact goat@supergoat.org.

GREAT TASTING GOAT'S MILK PRODUCTS ARE GOOD FOR YOU AND GOOD FOR THE PLANET TOO!

Why Goats are the "Greatest of All Time" (G.O.A.T.)

Call it the other white milk, but goat's milk is actually the milk of choice for many. In fact, most of the milk used throughout the world comes from goats – and with good reason. Not only does goat's milk taste great, it is as close to a perfect food as possible in nature with a chemical structure that is amazingly similar to mother's milk. Goats are good for the planet too. Their smaller size means that goats literally leave a smaller carbon "hoof" print making them earth-friendly.

Why Goat's Milk is Good for You:

- In addition to being delicious, goat's milk is very nutritious. It has 15% more calcium with 25% more vitamin B6 and 47% more vitamin A and also is higher in minerals than cow's milk with fewer calories. Additionally, the natural buffering qualities of goat's milk make it beneficial for people with ulcers and other stomach problems.
- Goat's milk is a natural for anyone looking for ease of digestion, maximum nutrition and excellent health from dairy. It has more easily digestible, short and middle chain fats and protein solids than cow's milk and may be enjoyed by many people with lactose sensitivities since it does not contain the alpha S1 casein protein (the #1 allergen in dairy products). The increased digestibility of protein is important for infants and children.
- Goat's milk is considered to be "naturally homogenized," and from a health standpoint this is deemed much better than mechanically homogenized milk.
- All goat's milk products are free of any recombinant growth hormones – these types of hormones have never been developed for dairy goats (caprine animals).
- Redwood Hill Farm & Creamery, Cypress Grove Chevre and Laloo's products are also free of any antibiotics.

Why Goats are Green:

- Goats literally leave a smaller carbon "hoof-print" – they don't decimate the land or pollute the air nearly as much as cows, they are light on their feet and because they are smaller they don't require as much energy, food or land and are the perfect addition to any family farm
- Goats actually help to aerate the soil where they browse and make it conducive for the natural habitat to grow.
- Goats are browsers not grazers, and contrary to popular belief, they are very particular in what they eat.
- Goats eat the dry brush that causes fires and they eradicate poison oak.
- Goats roam in tribes, and for the most part in American culture, are being cared for by smaller family farms with bio diverse crops and livestock. The goats are outside on the land in the sun and that makes for happy goats!
- Goats are the diversity in the dairy industry and small, diverse, profitable family farms are good for America. The owners of Laloo's, Cypress Grove Chevre and Redwood Hill Farm & Creamery are all stewards of sustainable farming and purchase many of their ingredients and supplies locally.

GET THE FACTS THEN “GO GOAT!”

With Great Tasting Goat's Milk Cheeses, Ice Creams, Yogurts and More!

- Most of the milk used throughout the world is from goats. It's nourishing, is easier to digest than fluid milk, and is used in an array of delicious goat's milk dairy products.
- The fat molecules in goat's milk are one-fifth the size of those from cow's milk – making it easily tolerated by those with compromised digestive system.
- Goat's milk contains less lactose with a different composition than cow's milk. People with lactose-sensitivity generally are better able to tolerate goat's milk. It has more easily digestible, short and middle chain fats and protein solids than cow's milk, and may be enjoyed by many people with lactose sensitivities because it does not contain the alpha S1 casein protein – the #1 allergen in cow's milk dairy products.
- Goat's milk has an alkaline reaction the same as mother's milk. Cow's milk has an acid reaction, a key factor in lactose intolerance.
- According to a [recent Chicago Tribune story](#), goat's milk is “a complete protein with essential amino acids, it's easy to digest and often suitable for those with lactose intolerance. Has 15 percent more calcium and more vitamin A and D, potassium, copper and manganese than cow's milk. Goats are not treated with growth hormone. People still think goat's milk will taste 'goaty.' Actually, it's similar to cow's milk.”
- According to "[Why Goat Milk?](#)", a research paper by Dr. George F. W. Haenlein at the University of Delaware, “Powerful justification for goat milk can come from medical needs of people, especially infants afflicted with various ailments, including cow milk sensitivities. Swedish studies have shown that cow milk was a major cause of colic. Approximately 40 percent of all patients sensitive to cow milk proteins tolerate goat milk proteins.”
- Goat's milk is closer to human milk and is therefore easily accepted especially by those young or frail.
- Unlike cow's milk, goat's milk does not form mucous (phlegm) and is therefore better tolerated by asthmatics and those with allergies.
- Because it has smaller fat molecules, goat's milk does not have cream that rises to the top, making it naturally homogenized.
- Goats convert all of the carotene in their diets to vitamin A, which allows it to be readily available for use by the body. This also is what gives goat's milk its pure white color.