



MEET THE “G.O.A.T. GIRLS” – MAKERS OF GOOD FOR YOU AND GOOD FOR THE PLANET GOAT’S MILK PRODUCTS

“Laloo” (aka Laura Howard), Founder & Owner – Laloo’s Goat’s Milk Ice Cream
www.laloo.com

Laloo's® Goat's Milk Ice Cream began as a follow your bliss story. Founder Laloo (aka Laura Howard) re-evaluated her life after 9/11, discovered the Slow Food Movement while traveling in Tuscany and decided to leave behind a successful, 15-year career as a Hollywood producer and relocate to Petaluma, CA where she has become the world's first goat's milk ice cream maker. Through her yoga practice she discovered the flaws in her diet that were affecting her body and her mind and so she set out to eat her way to happiness. The benefits of a goat's milk diet came quickly to the forefront while purchasing fresh yogurt and milk from a local goat dairy (standing in line with legions of cancer patients, elderly folks and pregnant women who espoused the miracles of goat's milk) and she was hooked on it.



She made her first goat's milk ice cream experiment – Black Mission Fig – using an antique ice cream maker she inherited from her grandmother, who had given her the childhood nickname, "Laloo" (pronounced "Lay-loo"). Bringing the experience from her previous career, Laloo saw not only a gap in the market but a path to happiness – goat's milk ice cream serving health and happiness by the pint!



Mary Keehn, Founder & Owner – Cypress Grove Chevre
www.cypressgrovechevre.com

Mary Keehn planted the roots for Cypress Grove Chevre by pursuing a simple desire to provide the freshest, healthiest milk for her children. In the early 1970s, when Mary began raising a small herd of Alpine dairy goats, her passion for an authentic rural farm lifestyle led to an unforeseen opportunity: she had so much surplus goat's milk that she began to explore the art of cheesemaking. She soon discovered a natural affinity for crafting goat cheeses with subtle, delicate flavors and dreamily smooth textures. With the encouragement and support of family and friends, in 1983 Mary parlayed her hobby into a full-fledged business with Cypress Grove Chevre.

Today, as Cypress Grove celebrates 26 years in the cheesemaking business in its beloved Northern California coastal community of Arcata, Mary Keehn's enthusiasm for cheesemaking and her passion for inventing exquisite new cheeses has not waned. She leads a talented team of cheesemakers who share her commitment to craft and community, and together their efforts continue to bring national and international awards for Cypress Grove, including 2007 honors from the NASFT for Best Product Line and 2009 SBA Small Business Person of the Year.

Jennifer Lynn Bice, Owner – Redwood Hill Farm & Creamery
(www.redwoodhill.com)

The year 2009 marks the 40th year Jennifer has been milking, breeding and loving dairy goats at Redwood Hill Farm & Creamery. Beginning in 1968 when her parents decided to build their grade A goat dairy in Sonoma County, CA, as the eldest of the 10 Bice children Jennifer was an integral part of this family business launched to provide fresh goat milk to the public. She became owner in 1978 with partner Steven Schack and began to expand the business, both in the diversity of goat's milk products and the dairy goat breeding program. From the beginning, promoting the benefits of goat's milk products while developing a genetics program of excellence has been a top priority, positioning the company and Jennifer at the forefront of the industry. Redwood Hill Farm has 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.



Having established herself as an entrepreneur as well as a pioneer in the artisan cheese movement in California, Jennifer is often sought out to speak about the business of dairying in the U.S. and the tradition and practice of farmstead cheese making. She was recently invited to New York City by Slow Food USA to participate in its "RAFT" project with the goal of Renewing America's Food Traditions.

Utilizing their core values of fair trade, green environmental, sustainable and humane practices in everything they do, Redwood Hill Farm & Creamery provides a great working environment for all employees and a good life for the goats. Redwood Hill produces award-winning premium goat's milk, artisan cheeses, natural yogurt and probiotic kefir.

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 goat's milk products, please visit www.supergoat.org or contact goat@supergoat.org.