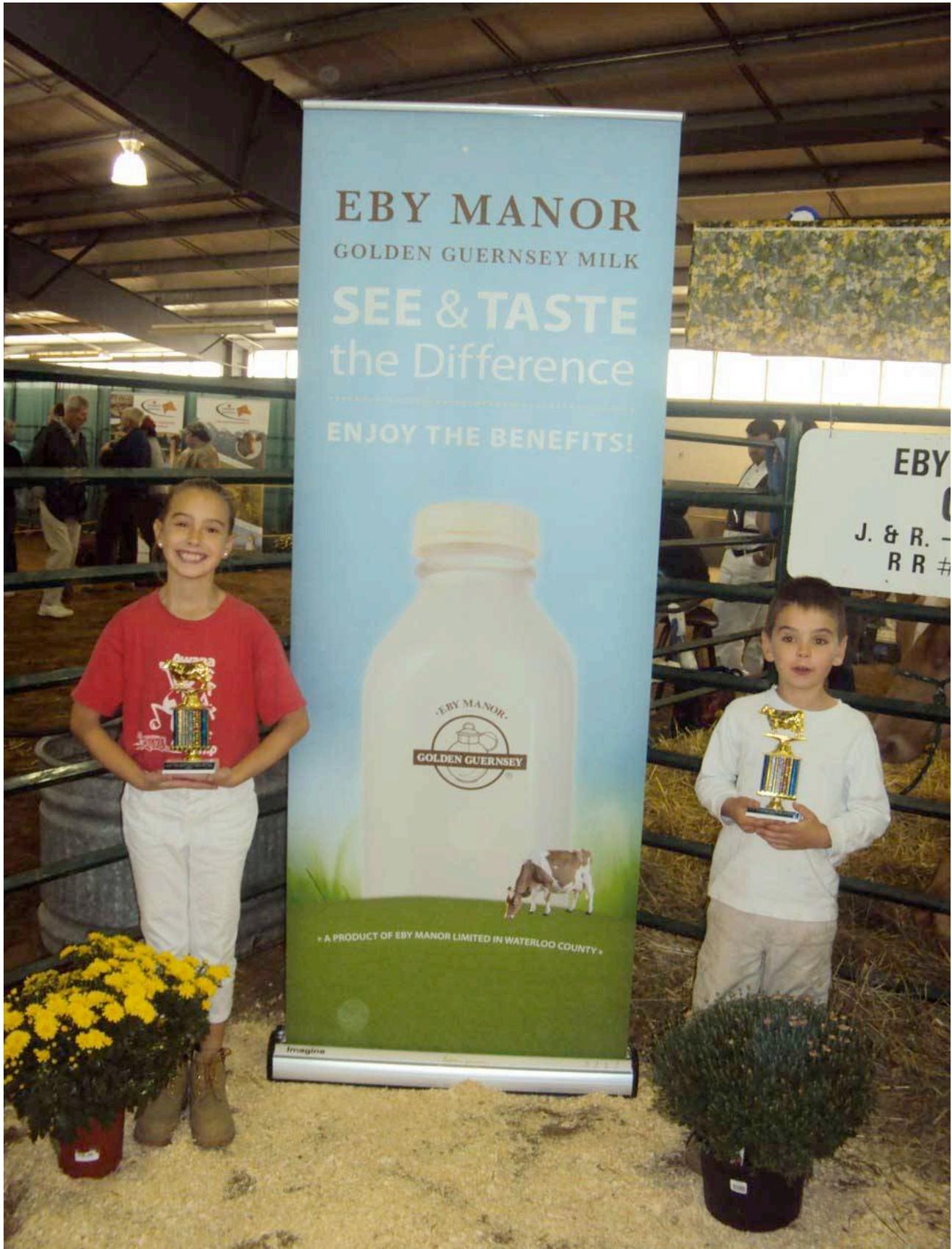


EBY MANOR GOLDEN GUERNSEY MILK



In the mid 1960's my parents Howard and Annie began switching their dairy herd from Holsteins to Guernseys, after being awarded a milk contract with a local dairy processor who was experiencing a growing demand for Golden Guernsey milk. This generated more income for the family farm and we soon developed a great fondness for the beautiful fawn and white cows that

produced wonderful golden milk. These were the days when the demand for Guernsey cattle was high. However, with the forming of the Milk Marketing Board in the early 1970's, farmers lost the privilege to market breed specific milk. Milk unfortunately became a commodity. Now some 40 years later, the Milk Marketing Board has taken a new direction and is now open to the development of niche products. This has allowed us the opportunity to process and market Golden Guernsey milk from our cows to the public. This is a dream come true for us.

In May 2012 we delivered our first Litres of 2% Golden Guernsey milk in glass bottles to local retailers.



Two days production of Guernsey milk from our farm is shipped by a local truck company in a bulk tank truck to Hewitt's dairy in Hagersville, ON (one and a half hours from our farm). Processing and bottling take place there each week. Extra costs are charged for this transportation. At this time the other days of production of milk is placed in the regular milk pool.

We pick up our bottled milk in our own refrigerated truck and store it in a refrigerated unit on the farm. We currently deliver 5 days a week to grocery stores, specialty stores, health food stores, cafes, cooking schools and restaurants (some of these make their own ricotta and or mozzarella with the Guernsey milk).

We were encouraged by Hewitt's to start with one product, we choose 2% because it is the most popular choice by consumers. Whole cream top milk will be our next available product and we hoping to be introducing it soon.

Many people are asking for this product, as consumer trend seems to be changing to less processed and more natural state food. Other products will be chocolate milk, cream possible a yogurt.

The demand for commitment and hard work from our family and staff has been great in this new venture. The reward is being able to showcase Golden Guernsey milk to the public. After consumers taste Guernsey milk for the first time the reaction is usual positive and very gratifying. People are fascinated by the added nutritional benefits of the Guernsey milk BUT It is the flavor that wins them over. Consumers tell us over and over milk taste so creamy and flavorful for 2%. We have been amazed at the number of people with milk sensitivities or allergies that tell us they can drink the Guernsey milk with absolutely no adverse reaction.

To date we do not test our herd for A-2, we cannot assume our milk is all A-2 we DO NOT therefore market it as A-2 milk, but as Guernsey milk noting that it is high in A-2 Casein. We have had success with this method and the evidence of the A-2 effect has been almost overwhelming. A Waterloo Dr. whom has had personal positive results with the Golden Guernsey milk is now recommending it to some of her patients.

Chefs and coffee makers are quick to assure us of the high quality of the Guernsey milk.

Biggest obstacle---Higher pricing\$\$\$.

Our costs and the fact that it is sold as a specialty product, makes cost to the consumer 2-1/2 to 3 times greater than other pooled milk. Our challenge is finding venues where price is not an issue.

A good chunk of time is given to marketing, a part of every growing market share. We frequently set up in a market or grocery store to give taste samples and hand out pamphlets with milk information & contact. Good results – the consumer puts a bottle (or more) of our Golden Guernsey in their shopping cart. With our new products hitting the market we project our market share will increase.



Toronto and the greater Toronto region is our most recent marketing area. There is enormous potential for sales and with this, challenges for us to work out. We are currently selling milk through a distributor to most of our Toronto clients. We anticipate a significant increase within this region in our future marketing.