

For Immediate Release

Rogue Creamery Receives Food Alliance Certification for Sustainable Cheese Making Practices

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Central Point, OR – Rogue Creamery’s line of cheddar cheeses has been certified by the non-profit organization Food Alliance for sustainable practices in cheese making. These include provision of safe and fair working conditions, conservation of energy and water, and the elimination of genetically modified ingredients. Milk supplier Rogue View Dairy has also been certified for sustainable agricultural practices, including humane animal treatment, the elimination of hormones and non-therapeutic antibiotics, soil and water conservation, and protection of wildlife habitat.

With Rogue Creamery and Rogue View Dairy both having passed independent third-party inspections, the cheesemaker can now make verified claims for social and environmental responsibility to support marketing of its all-natural cheddar cheeses.

Rogue Creamery, winner of the World’s Best Blue Cheese in London and Best Product Line at the Fancy Food Show in New York, is well known for quality. “We view social and environmental responsibility as another dimension of quality,” said co-owner David Gremmels. “We are firmly committed to sustainability in our facility, from the ingredients in our artisan cheeses to the environment we provide for our team members. This is part of our commitment to be the best.”

Rogue Creamery was attracted to Food Alliance because of the breadth of the certification standards and the rigor of the program. “It was very important to us that the certification cover our entire operation, including animal welfare, labor issues, and environmental impacts,” said Gremmels. “The reality is that there is a growing interest from consumers in where their food comes from and how it was produced. Food Alliance certification proves to our customers that we really walk the talk. We’ve had an independent inspector in our facility and out at the dairy to verify that no antibiotics, hormones or GMO’s have been added.”

Food Alliance director Scott Exo noted: “A lot of claims are being made about ‘natural’ and ‘green’ products. Certification ensures that buyers can verify the origin of the product and the conditions under which it was produced. That transparency helps build customer trust and loyalty.”

Rogue Creamery’s cheeses can be found in finer cheese stores, natural food markets and restaurants in the United States, the EU and Japan. Rogue Creamery also sells products at its online store, www.roguecreamery.com.

Rogue Creamery is also quality certified by Steri-Tech and certified organic by Oregon Tilth.

About Food Alliance

Food Alliance is a non-profit organization that certifies farms, ranches and food processors for sustainable agricultural and production practices. Businesses that meet Food Alliance’s standards, as determined by a third-party site inspection, use certification to make credible claims for social and environmental responsibility, differentiating their products and strengthening their brands. Food Alliance certification standards can be reviewed on the web and include:

- Safe and fair working conditions
- Healthy and humane care for livestock
- No hormones or non-therapeutic antibiotics
- No genetically modified crops or livestock
- Reduction of pesticide use and toxicity
- Conservation of soil and water resources

- Protection of wildlife habitat

- Planning for continuous improvement

Food Alliance launched its certification program in 1998 in Portland, Oregon, with a single apple grower selling in three area grocery stores. Today, there are over 250 Food Alliance certified farms and ranches in 17 U.S. states and one Canadian province. These producers manage over 4 million acres of range and farm land, raising beef, lamb, pork, dairy products, mushrooms, dried beans and lentils, wheat, and a wide variety of fruits and vegetables. An increasing number of Food Alliance Certified processed products are also becoming available, including cheeses, bread, oil, and frozen and canned fruits and vegetables. Food Alliance has offices in Portland, Oregon and St. Paul, Minnesota, and will open an office in California in 2007.

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About Rogue Creamery –

Rogue Creamery, founded by Tom Vella in 1935, quickly became an important business in the Rogue Valley. During the war the Creamery shipped cheese to our soldiers in Europe and then grew into a first class blue cheese and cheddar cheese operation. In 2002, David Gremmels and Cary Bryant bought Rogue Creamery from Tom's son, Ignazio "Ig," on a handshake. Today, the Creamery is known the world over. In 2003, Rogue Creamery's Rogue River Blue was named Best Blue Cheese in the World at the London World Cheese Awards and since then the cheese has continued to garner awards in the U.S. and abroad. They won Best New Product Line in 2006 at the Fancy Food Show in New York and the Innovation in Excellence award at the prestigious SIAL trade show in Paris. The Creamery is the first American artisan cheese company to be certified by the EU in 2004 and the first US Raw Milk Cheese to receive a health certificate for by the USDA in 2007 for export to the EU. Rogue Creamery blue and cheddar cheeses are the first raw milk American cheeses to be imported into the EU. The Rogue Creamery began exporting raw milk cheese to the EU in January of 2007. Rogue Creamery is a member of the American Cheese Society, Oregon Dairy Industry, Dairy Farmers of Oregon, Oregon Cheese Guild, International Association for Culinary Professionals, International Dairy, Deli and Bakery Association, Oregon Farm and Wine Tour, THRIVE Local Network, Balle Network and SLOWFOOD USA Rogue Valley Convivium.

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