

## High Lawn Farm

High Lawn Farm in Lee, Mass., manages one of the longest-running Registered Jersey herds in the country and has been bottling its own milk for more than eight decades. The dairy became an All-Jersey® producer-distributor in January 2008 and was among the first to use the new Queen of Quality® labels on its products.



High Lawn Farm bottles fat free, low fat, whole and chocolate milk, heavy cream and half-and-half. The dairy also produces eggnog in season and an award-winning line of butter. The farm's lightly salted butter and unsalted butter each won a silver award at the North American Jersey Cheese Awards in 2009. High Lawn Farm sells retail and wholesale.

Consumers can find their products at retail outlets and supermarkets across Massachusetts, including Price Chopper, Stop & Shop and Whole Foods Market. High Lawn Farm also has a thriving home delivery business. Their products are used by schools, hospitals, restaurants and bakeries across the state and are on the menu at leading institutions, including Brandeis University, Buxton School, Emmanuel College, Lesley University, Massachusetts Institute of Technology, Wellesley College and Williams College, and boarding schools like Phillips Academy.

“We started processing our own milk around 1923 and sold milk mostly in New York,” said Roberto Laurens, the general manager at High Lawn Farm. “We continue the practice because it is the only way our small herd can survive.”

The dairy will process about 3.3 million pounds of milk in 2010. This includes all of the milk produced by the farm's 182 cows. Some milk from Dutch Hollow Farm in Schodack Landing, N.Y., is also processed into High Lawn Farms dairy products to meet demand.

Milk is homogenized and pasteurized and bottled in half-gallon and quart plastic jugs at a plant on the farm. Wholesale products are packaged in 2.5, three and five-gallon bags.

The Jersey herd at High Lawn Farm is enrolled on REAP and has a 2009 rolling herd average of 17,379 lbs. milk, 791 lbs. fat and 602 lbs. protein. Component tests range from 4.5-6.2% for fat and 3.5-3.7% for protein. High Lawn Farm has been in continuous operation since before 1900. The proprietorship was assumed by Colonel H. G. Wilde and Mrs. Marjorie Field Wilde in 1935 from Mrs. Wilde's family. Today, it continues under the ownership and guidance of the next generation. Colonel Wilde was named AJCA Master Breeder in 1960 and Mrs. Wilde earned the recognition in 1977. The pair received National Dairy Shrine's award for Distinguished Dairy Cattle Breeder in 1978 and became the first Jersey breeders to earn the recognition.

High Lawn Farms has taken an active role to increase consumer awareness of the nutritional value of Jersey milk. The farm worked closely with NAJ to develop a nutritional analysis of their products. Tests showed that Jersey milk is a nutritional dynamo, with 18% more protein and 20% more calcium than average milk. Jersey milk has more Vitamin A and B1 per liter than Holstein and a higher concentration of B2 (riboflavin) than milk produced by any other dairy breed. Consumers prefer the taste of Jersey milk, even when it is skim or low fat, because of its higher solids-not fat content.

“For us, the Queen of Quality® label is a certification of a quality product,” noted Laurens. “It supports all our advertisements about the quality and advantages of Jersey milk.”

