

News this month

Where in the World is Wake Robin?!
Raw Milk, Anyone?
Cheese Curds Starting this Saturday



The short answer is that we are still right here in Jordan! The long answer is that we recently decided to stop wholesaling our yogurt. We have a top-notch product, loyal customers, and growing sales for over 4 years. So we're crazy, right?

Well, it's crazy if you believe that the only way for a business to survive is to keep growing. But if you, like us, believe that small is beautiful, and that life is about more than material wealth, then perhaps you'll understand our choice when we explain a little further...

We grew to a point in our yogurt business where we had to choose between getting larger, mechanized, and more widely distributed, or staying small, handmade, and local. Our family values and business mission made the choice clear, but the decision was not easy.

In order for our farm to remain viable while milking about 12 cows, we are going to diversify our product line and increase our direct sales. To make this transition without increasing the size of our farm, we need to use more of our milk for products other than yogurt (say CHEESE!).

The bottom line is that **WE ARE STILL MAKING YOGURT**. The packaging is simpler, but the same good stuff is inside! It is available at our [farm store](#), the [Syracuse Real Food Co-op](#), and the [CNY Regional Market](#) on Saturdays for the time being. Watch for updates about other markets where you can find us as the weather breaks.

We are taking the path less traveled, and choosing to put our future success directly in the hands of our community. We hope that you can see the value in our choice, and will continue to support our vision, which has always been to provide high quality food for local consumers.

*"I took the one less traveled by,
And that has made all the difference."*

-Robert Frost

Raw Milk, Anyone?



Hugh holding a jar of raw milk

In keeping with our theme of the path less traveled, we are CONSIDERING applying for a permit to sell raw milk. New York State law makes it very clear that raw milk can only be sold right at the farm. Raw milk is a controversial subject, but we have had many requests for it over the years. We are confident that on our small farm, where we have direct contact with every one of our cows, we produce clean, healthy, raw milk.

However, there are risks associated with selling raw milk, so getting a permit to sell raw milk would mean stepping up our testing program and upgrading our liability policy, so we are wondering if there is enough interest to make it worth the investment? If you are interested, please contact me so I can add you to our specific "raw milk" list for updates.

Cheese Curds Starting this Saturday



Squeaky, salty, and delicious! We'll be making fresh curds every week from now through October. Find them at our farm and at the CNY Regional Market on Saturdays. Sometimes we have a few bags left at the farm after Saturday, but they do go fast, so call ahead if you are making a special trip to Jordan for them.

Your Farmers,

Bruce & Meg Schader
[Wake Robin Farm](#)

\$1 off any

Print this coupon and present it to us at the CNY Regional Market, from 7 am to 1 pm every Saturday, or right at our farm stand, open 7 days a week from 7 am to 7 pm.

See you then!

quart of yogurt

Good through Saturday, March 12. One coupon per family, please.

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Wake Robin Farm | 125 Brutus Rd. | Jordan | NY | 13080