



Noblehurst Farms, Inc.

Dairy's Response to People In Need During and Post Pandemic

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Noblehurst Farms and Affiliates



Who is Noblehurst Farms?

- Founded in 1960 with nine shareholders, including seven members of the Kenneth and Ethel Noble family and two key non-family employees
- Kenneth was the 4th generation to farm land in the vicinity of Linwood, New York.
 - Kenneth's great-great-grandfather was a Revolutionary war soldier from Connecticut that settled in the Genesee Valley after the war.
- The Noble family came to Linwood during the Irish potato famine in the 1840s along with many other immigrants



Noblehurst Farms today

- Now into its seventh generation of farming, with 40 shareholders including 5 of the original owners
 - Ranges in age from 30 to 94
 - Two major families and key employees
- The farm itself is a progressive, modern dairy operation with 1800+ milking cows and 1400 youngstock.
- Like many dairy farms in the Finger Lakes region of New York, Noblehurst grows most of its own feed for its cows on 3,000 acres in Livingston, Genesee and Wyoming counties



Noblehurst Farms

- **From our mission statement:**

Noblehurst Farms shall focus on being a progressive and economically healthy agricultural operation that produces and markets quality products.

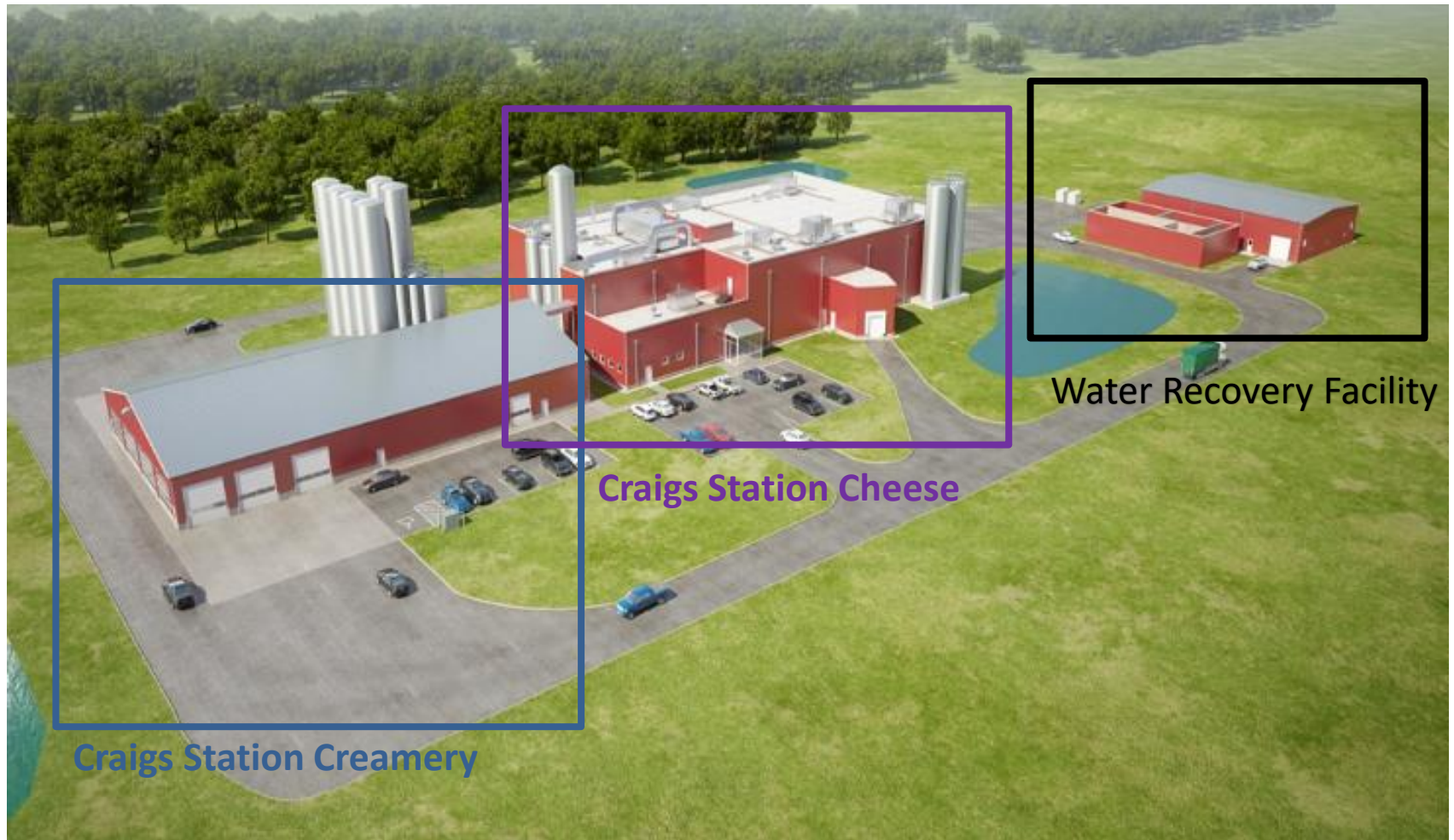
Other divisions under the Noblehurst Farms umbrella shall strive to provide products and/or services to the community in a reputable and exemplary manner.

Craigs Station Ventures

- Family owned and operated dairy farms located in the western New York milkshed
- Producing high quality raw milk products
- Approximately 13,000 cows housed on dairies located within 30 miles of the plant
- Currently delivering more than 120,000 gallons of milk/day to local dairy processors



Craigs Station Campus



Craigs Creamery

“We are a small group of **farmers** – who live and work on family owned dairy farms in Upstate New York. Our commitment to quality goes back generations.

With this expertise, we chose to create a new kind of dairy.

One that uses **locally sourced milk**.

With an eye toward **sustainability**.

Always adhering to **the highest standards** – our own.

This led to a simple idea.

To build a creamery...

Right here on our farm.

Craigs Creamery

It's here that we start with the freshest milk – milk that comes straight from our family farms – to make our cheese.”

Chris Noble - 7th generation Dairyman, Noblehurst Farms

FOUNDING FARM FAMILIES



NOBLEHURST FARMS

From waste to watts



COYNE FARMS

Nourishing families, nurturing the planet



MCCORMICK FARMS

Reducing, reusing and rethinking waste



BAKER BROOK DAIRY

Happy cows make quality milk



SYNERGY FARM

Friendly neighbors, enthusiastic advocates



LAWNEL FARMS

Connecting with consumers



MULLIGAN FARM

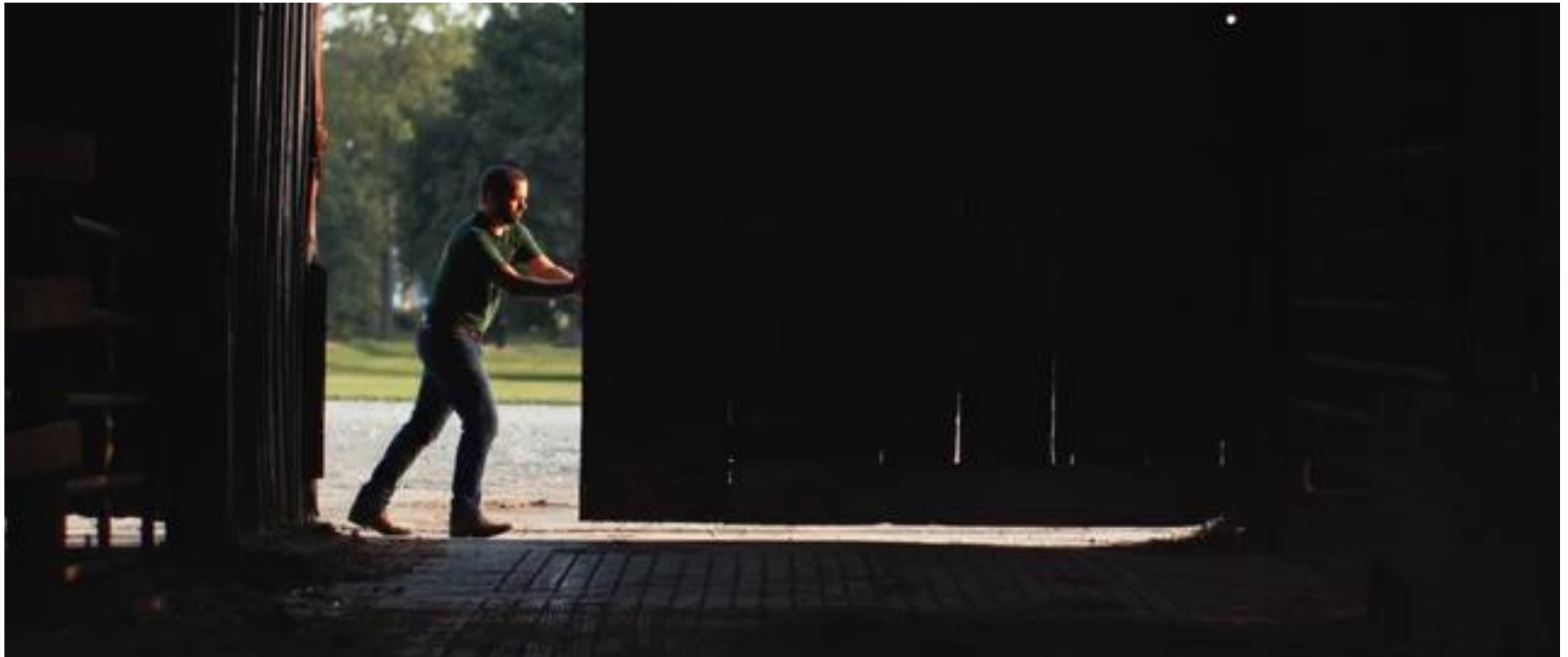
Protecting the land, ensuring the future



SOUTHVIEW FARM

Investing in the future

Craigs Creamery



Initial Response to COVID-19

- Donation of refrigerated trailer to local school to store packaged lunches for non-contact delivery
- Cheese snack donations to schools and hospital workers
 - Le Roy, Pavilion and York schools (districts surrounding the Craigs Station campus)
 - Partnered with local catering company to make on-the-go snack packs



ReFed Grant Program

- Sister business Natural Upcycling (leading food waste recovery organization), applied for and received a \$50,000 award from national non-profit ReFed
- Goal was to recover milk that was being dumped on farms due to supply chain disruptions and donate to those in need
- Since the focus was on providing the best nutrition we chose to deliver whole / full fat milk from Craigs Station to local processor Pittsford Farms Dairy for bottling



Local Milk Distributions



Feeding America Drive-thru events



Local Food Pantries



Local Religious Organizations



Hosted 2 Drive-thru events on the Farm



World Milk Day



The FarmLink Project

- Partnered with The FarmLink Project to facilitate the donation of more than 12,000 gallons of whole milk in the Greater NYC area
- FarmLink is a volunteer group of quarantined college students that organized food to be donated to those in need nationwide



FarmLink milk distribution 9/5/20

Nourish New York

- First introduced to the program through the Northeast Dairy Producers Association (NEDPA)
- Organized truckloads of food to be donated through the Nourish New York program to the Foodbank of NYC and State Senator Ramos's district (Corona, NY)
 - Included cheese and milk for weekly giveaways



Nourish New York

- Dairy product deliveries to regional food banks
- Weekly dairy box deliveries to WNY Heroes organization
 - Supplementing and/or filling gaps in Federal dairy box programs with local dairy products
- Leveraging private donations to maximize impact
 - Of the more than 12,000 gallons donated, the FarmLink Project provided 10,000 gallons directly to State Senator Ramos's district
 - Private cheese donations by "Say Cheese" non-profit to organizations in western/central NY



WNYHeroes, Inc.
Supporting Western New York Veterans



Nourish New York



Visit from then-Lt. Gov Hochul to Noblehurst Farms in support of Nourish NY

Lieutenant Governor Kathy Hochul highlighted the Nourish NY program on Wednesday during a stop at Noblehurst Farms and Creamery in Pavilion, Genesee County, saying, “Nourish New York has connected local farmers with food banks to help struggling New Yorkers put food on the table during the COVID-19 pandemic. The state-funded initiative has delivered more than three million pounds of food and dairy from across the state to those in need since its launch in May. Nourish New York is helping to support local farms and grow the agriculture industry as we continue to work to make sure New Yorkers have the resources they need as we reopen and build back better for the post-pandemic future.” Press Release, NYS Department of Agriculture and Markets

Industry Perspective

- The now-permanent Nourish NY program strengthens local food supply chains by providing an outlet for product for emergency food programs
- In particular allows the dairy industry to be positioned as a leading supplier due to the nutrient density of its products
 - Fills a gap for food banks / pantries that often times do not have continuous access to fresh dairy products
- Created new business opportunities and local jobs during the pandemic to fill this new demand need

Questions?



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