



THE FARMER'S COW ICE CREAM NAMED 2010 GREEN COAST AWARDS RECIPIENT

Lebanon, Connecticut, November 30, 2010 – The new line of Connecticut made ice cream from The Farmer's Cow has been honored with a 2010 Green Coast Award. The awards recognize individuals, businesses, services, and organizations throughout Fairfield County that are socially and environmentally responsible, promote sustainability, have high ethical standards, and make conscious decisions everyday to improve the health of the planet.

"We're honored to have our new ice cream line recognized with a Green Coast Award. I think it not only shows that people appreciate a quality, Connecticut-made ice cream, but also like knowing that their purchase helps preserve farm land and supports local farms," says Robin Chesmer, managing director for The Farmer's Cow. "It's wonderful that these awards give Fairfield County residents an opportunity to recognize individuals and groups that work hard to improve the environment of not only Fairfield County, but our entire state."

The awards were given on November 17th at the Stamford Marriott at the Third Annual Fairfield County Green Faire. The expo featured displays of green technology, healthy living products, seminars and networking. Winners were chosen through an online ballot. For a complete list of winners visit www.GreenCoastAwards.com

About The Farmer's Cow

The Farmer's Cow is a group of six Connecticut dairy farms that produces fresh, local milk, half & half, heavy cream and ice cream for Southern New England. The Farmer's Cow dairy products are pasteurized the "traditional way" and are never ultra-pasteurized. The members of The Farmer's Cow do not use Artificial Growth Hormones (rBST) on any of their cows. They also sell Connecticut-sourced, all-natural eggs, apple cider, and seasonal beverages. The Farmer's Cow's mission is to



promote Connecticut agriculture and show that “Local is Fresh!” For more information visit www.TheFarmersCow.com or call (866) 355-COWS.