



CONNECTICUT RESIDENTS ARE ASKED TO CHOOSE THE NEW ICE CREAM FLAVORS FROM THE FARMER'S COW

Lebanon, Connecticut, August 10, 2009 – The Farmer's Cow, local dairy farmers providing Connecticut-produced fresh milk, cream and other products, will soon be expanding its product line to include ice cream. Connecticut residents are now being asked to weigh in on their favorite flavors so that The Farmer's Cow can deliver the most popular flavors for the Connecticut market.

“Since we're Connecticut farmers with Connecticut cows making products for Connecticut residents, it only made sense for us to ask Nutmeggers what flavors they desired for ice cream offerings from us,” says Robin Chesmer, Managing Partner for The Farmer's Cow. “Our goal is to create a high quality ice cream that will be rich, creamy and full of local fresh flavor. Our hope is that we can have the results from the survey by summer's end and deliver the first ice cream in time for the holiday season.”

Those wishing to participate in the survey can visit The Farmer's Cow website at www.thefarmerscow.com and then click on the ice cream icon on the home page. The results will be announced in late September.

“It is very exciting to be adding ice cream to our already long list of products which include not only milk, but also half and half, heavy cream, lemonade, ice tea, cider and eggs,” says Chesmer. “Adding ice cream offers Connecticut residents a way to easily purchase locally produced fresh ice cream at their local market.”

About The Farmer's Cow

The Farmer's Cow is a group of six Connecticut dairy farms that produces fresh, hormone-free milk, and other dairy products for Southern New England. 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.

FOR IMMEDIATE RELEASE
MEDIA CONTACT: Chris Watts
chris@pmarketingllc.com
(860) 838-1808

-end-