



Wednesday 3rd January 2018

To all of our How Now & Locheilan customers,

What an amazing first year we have had at **Ethical Dairy Co** – the home of **How Now Milk** and **Locheilan Farmhouse Cheese**. Just 3 months after commencing trading we were awarded “Best Milk in Victoria 2017” by the Delicious Produce Awards, followed by a profile piece on WIN News and ending the year with a Weekly Times six-page feature on our farm. The loyal customers of **Locheilan Farmhouse Cheese** supported us as we transitioned the business over to Les and myself taking the reins. Most importantly, our micro dairy secured substantial supply contracts, proving that there is a real market for our ethically produced milk and cheese. To say we are grateful for the love, support and attention we have received would be the understatement of the year.

Like many startups our scaling-up has not been without its growing pains. Throughout December we had been negotiating a further leasing term of the Locheilan Farm, however just days before Christmas the other party ceased all discussion, resulting in an immediate halt to our entire production. The impact of the closure was significant and we sincerely apologise to everyone who ended up understocked over the Christmas weeks.

However, the future is bright! **How Now** will be back bigger and stronger in 2018. Our commitment to ethical milk production will remain uncompromised. We will continue keeping our cows and calves together, with no bobby calves being sent to slaughter, no antibiotics, and ultimately, a no slaughter policy across the herd, all the while lobbying for change at the industry level. We are also very excited to announce that we will be growing our product line, releasing butter, yoghurt and flavoured milks under the How Now brand in the coming year. A new range of cheeses is also being investigated beyond our fetta and haloumi, temporarily halting our current line of soft white and blue cheeses. All of our products will continue to support our mission and our mandate, namely to produce safe, highest quality, stress free, great tasting milk and milk by products.

Which brings us to a new year and our new farm. We are in the final stages of negotiations with only a few small hurdles yet to jump, but will be fully operational and producing again in February. Yay :) !!!

Lastly and by no means least, we want to personally thank you so much for your incredible support in our first year of trading. It has been a wild and adventurous ride. Your belief in our products and in turn your customers’ commitment to us has been extremely humbling and helped us through some very testing times.

We look forward to seeing you all in the New Year. I will be in touch with updated production dates shortly.

Thanks,

Cathy & Les
How Now Dairy