



Wake Robin

A Family Farm

Early Spring 2010

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Share the Milk



Last year at the end of the milk bottling season, two customers approached our farmer's market stall at the same time. My mom waited on one person, and I took care of the other. They both wanted 2 jugs of milk, and we had only 2 jugs left altogether. Luckily, they were both kind people, so we worked out a compromise - each customer took just 1 jug home, and tried to make it last through the week.

We bottle a limited amount of milk during the grazing season, but we don't like running out of milk for our loyal customers, so, drawing on our experience as CSA farmers, we came up with an idea that will help both us and you - a Milk Share program!

Here's how it works: You pre-pay \$70. We guarantee you a half-gallon of our creamy Jersey milk for 20 consecutive weeks. Pick up your milk on Saturdays at the CNY Regional Market or at the farm- you pick your own start date -beginning as early as April 3. You save money by pre-paying, we know how much to bottle every week, and the cows know how much milk to make!

As always, our milk will be pasteurized, non-homogenized whole milk, from our own herd of Jersey cows, and bottled in half-gallon plastic jugs. A share will save you \$5 off our farmers' market price over 20 weeks. When you sign up, we'll issue you a Milk Share card, and we'll punch it every week when you pick up your jug (like our Loyalty Cards, we'll keep your Milk Share card in a box at market if you choose).

On weeks when you can't come pick up your milk, just let us know in advance, and you can take an extra jug the next Saturday, pick it up at the farm during the week, or extend your Milk Share calendar. We'll start bottling the week of April 3, and will continue through November, so milk will be available at least 32 weeks over this season. If the first 20 weeks go well, we'll offer shares again in the fall.

Milk will still be available on a cash and carry basis at the farm and at market, but a Milk Share is a good option for anyone who wants to be sure there will be a jug of milk reserved for them every week. As usual, we will be at market every Saturday from 7 to 1, and our store will be open from 7 to 7 everyday. However, we often sell out of milk at market, and our milk is usually sold out at the farm from Mondays until Wednesdays.

Sign up for a Milk Share by mailing us the form below, or ask for a form at the CNY Regional market or at the farm.

Share the Milk Sign-up Form \$70 for 20 weeks

Name:
Address:
Phone:
e-mail:

Start Date (circle one): 4/3 4/10 4/17 4/24 5/1 5/8 5/15 5/22 5/29

Payment: Cash or Check

Pick-up Location: Wake Robin Farm or CNY Regional Market

Please mail to: Wake Robin Farm, 125 Brutus Rd. Jordan, NY 13080

We will issue you a Milk Share Card upon receipt of payment.

Please call or e-mail by noon on Friday if you will not be picking up your milk for the week. Thanks!

Farm Store Preview

Starting April 3, our farm store will be open everyday from morning until evening milking time. Like last year, we put our trust in our customers, and operate our store on a self-serve basis. We are usually around the farm, and our cell phone numbers are posted on the door if customers need to speak to us, but letting people serve themselves allows us to have longer hours than would be possible if we had to be there all the time. We open the store when we get to the barn for milking, and close it after evening milking, which is guaranteed to be at least from 7 am to 7 pm, and usually longer at both ends of the day.

This year, along with the full line-up of our own dairy products, we'll also be offering some goods made by other local, small scale producers like us, including: MuMu Muesli, Syracuse Soapworks, and Better Brittle.



A lot of our pasture is visible from the farm store, so a trip to the farm usually allows you to see our cows. We also have windows into our processing room, walk-in cooler, and cheese room, so you can check out this part of our operation when you are here too.

Once we open up, we'll place signs along the route to our farm. Look for the first signs at the corners of Route 5 and Hamilton, and please feel free to contact us if you need specific directions.

You Know it's Almost Spring When...



During the cold months, our cows have a "living room" a "dining room", and an "office" in the barn, and a "yard" outside. They come into their "office" twice a day, which are stalls for milking time. When they are loose in the barn, we leave the door open, so anytime it's not too cold and windy, the cows will take a walk after milking into their "yard" to get some fresh air. Their "dining



room" is a bunk where they eat hay, and they rest in their "living room", which is a large open area that is bedded with straw.

Over the winter, their "living room" gets thicker and thicker with bedding, because we clean it out and add a fresh layer of straw twice a day. This works well for us, because the bedded pack provides cushion and insulation, and the composting process gives off heat. But as the winter months go by, this area literally loses a few feet of head room!

Once grazing season starts and the cows are out all day and all night, we will clean the bedded pack out completely to start again in the fall. But at this point in the season, I can stand on the bedded pack and touch the ceiling beam with my head, as you can see in the picture. This is one of the ways that we know spring is almost here!

Your Farmers,

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

**Like our yogurt?
Try our cheese!
\$1 off a wedge**

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 every day (starting April 3) from 7 am to 7 pm.

See you then!

Good through Saturday, May 29. One coupon per family, please.

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