

COVENTRY • FRANKLIN • HEBRON LEBANON • THOMPSON • WOODSTOCK



THE COMMUNITY INVESTMENT ACT SUCCESS STORIES

No.
207

THE FARMER'S COW FRESH CONNECTICUT MILK



THE FARMER'S COW Northeastern CT

Agriculture & Dairy

The Farmer's Cow is a group of six Connecticut family dairy farms that joined together in 2005 to produce **fresh, local Connecticut milk**. The six dairy farms which comprise The Farmer's Cow are located in Coventry, Franklin, Hebron, Lebanon, Thompson, and Woodstock. Fresh milk from The Farmer's Cow is widely recognized by consumers and available in over 100 grocery stores across the state. The Farmer's Cow milk arrives in the stores 24 to 48 hours after it leaves the farm!

Collectively the 6 dairy farms milk 2,300 cows and manage over 6,000 acres of Connecticut farmland. Most members have been able to grow their businesses with the security of farming land permanently protected through the CT Farmland Preservation Program.

In 2006, The Farmer's Cow received a \$50,000 grant from the **CT Dept. of Agriculture's Agriculture Viability Grant Program**, which is funded by the **Community Investment Act**, to create a promotional plan for brand recognition

of their milk. In 2008 a second grant of \$49,990 was awarded to the farmers, allowing them to design and implement a marketing, ordering, billing, and distribution system to more effectively sell their milk.

Today, the success of The Farmer's Cow brand has exceeded expectations. The brand is now used to market milk as well as local eggs, cider, and ice cream. These grants, which require a cash match from farmer recipients, have been critical and allowed many farm businesses in Connecticut to grow their operations through diversification, product expansion or new marketing.



THE COMMUNITY INVESTMENT ACT • PA 05-228 • PA 09-3

The Community Investment Act, enacted in 2005, stimulates private investment to protect our natural, agricultural, and historic resources, and to assist affordable housing. CIA funds come from a surcharge on real estate document recording fees. They are then invested in agriculture viability, dairy farm support, historic preservation, open space, farmland, affordable housing, Local Capital Improvement Projects and Town Clerk records management.

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