



February 24, 2010

Liz Hawley
Willy Street Co-op
1221 Williamson St
Madison, WI 53703

Dear Ms. Hawley,

Springfield Creamery, makers of Nancy's Cultured Dairy and Soy Products, has received your request for information regarding humane treatment of animals producing the milk for our products. Thank you for your efforts to inform your members about our company and products.

Springfield Creamery does not have our own dairy cows. We purchase our milk from two dairy farmer co-ops. Our conventional milk is from Northwest Dairymen's Association (NDA) and our organic milk is from Organic Valley Family Farms.

Organic Valley farmers adhere to the National Organic Standards, which addresses the humane treatment of livestock. We are enclosing an article on Jon Bansen, one of the Organic Valley farmers whose milk we receive. Jon epitomizes the philosophy of respecting the cow!

Our relationship with NDA spans 50 years. All of the NDA farms that provide our conventional milk are within 100 miles of our plant, all family owned and operated, with an average herd size of 150 head. Our weather is moderate and pasture is ample in Western Oregon.

We are very fortunate to have the very best conventional and organic milk available to us. It is our belief that the humane treatment of cows is not only ethical, but is essential for the production of high quality milk.

With kind regards,

Elaine Kesey
Customer Service Coordinator
Springfield Creamery, Inc.

Jon Bansen

Double J Jerseys, Monmouth, Oregon



Jon is a third generation dairyman who milks around 200 Jersey cows twice a day on his Oregon family farm, Double J Jerseys. He spent six years working for his father learning the dairy business and purchased his own farm in 1991. Jon began pasturing his herd on mostly grasses and clover 15 years ago. He uses an intensive, rotational grazing system in which the cows are grazed in three-acre paddocks, the electric borders of which are changed every 12 hours. Every 16 days the cows begin the rotation all over again. Research is a daily matter on his dairy farm. Jon is constantly monitoring cow feedback (milk production, health) to measure success of any new changes made to the dairy.

“Most people think Christmas is the best day of the year, but they’re wrong,” says Jon. “Best day of the year is the first day of spring, when the cows go back out to pasture.”

Jon wouldn’t dream of keeping his cows indoors year-round, as happens at confinement dairies nationwide. He must bring them in for winter, to guard the herd from bitter weather and the land from being stomped on when wet and fragile. But the day that the skies clear, Jon opens the gates.

For months afterwards he sleeps with his bedroom window open, listening for rain. “In springtime, we do a thing called ‘The Dance,’” he says. “We dance them outside, then dance them back in if the weather gets too bad.” It’s extra work—his father always just kept the herd in until spring was absolutely certain—but it’s worth it to Jon. “My approach is that whenever there’s grass growing, my cows will be grazing. That’s what they’re meant to do, after all. I wouldn’t have it any other way.”



Jon farms with his wife Juli and their children. The Bansens joined the Organic Valley cooperative in June of 2000. Jon is currently one of the Cooperative's Dairy Executive Committee Representatives for Oregon. He is also a contributing writer for *Graze Magazine*, focusing on cow nutrition.



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