

Wake Robin Farm

Bruce and Meg Schader began their farming adventure in 1999 with a vegetable and cut flower farm in

Jordan, N.Y. For several years, they operated a Community Supported Agriculture program, later deciding to return the farm to what it was meant to be; a small dairy. They decided to assemble a small herd of Jersey cows and build a dairy processing plant on their farm as a way to run a two-person operation, stay small and local and make a living on the farm.



What started in 2006 with four cows and a yogurt recipe has grown to 12 milking cows and 13 heifers. They have also expanded their product line to include cream on top milk and yogurt, fresh cheese curds, chocolate milk and artisan cheeses, which are all primarily sold at their farm store and regional farmers markets.

“We first got involved [with Queen of Quality®] through the Jersey cheese competition, and since we are devoted to the breed, we thought Queen of Quality® would be a good way to help promote the cows we love,” said Meg of the partnership with National All Jersey Inc. established several years ago. “The Queen of Quality® label helps us to educate consumers about the Jersey breed,” she added.

The Schaders milk between 15 and 20 Jerseys, which have an average fat test of 4.5% to 5.5%. They process all of their milk on the farm, which produces about 150,000 pounds a year.

Nearly all of their sales are direct to consumers, which is something Bruce and Meg look forward to. They are proud of their unique, high-quality products, and they enjoy developing relationships with local consumers and farm market customers.

“Making the connection for people from our farm to their fork is an important part of what we do,” added Meg.

Wake Robin Farm consists of about 45 acres of rolling farmland. They move cows into fresh pasture twice a day during grazing season, feed organic grain in the barn year round and make hay for the winter on neighboring fields. They practice organic farming, which does not use herbicides or pesticides on the farmland, and they do not add thickeners, stabilizers, or artificial flavors to the products.

Bruce and Meg established their business in 1999. Meg graduated from Cornell University, where she studied agricultural science. She learned "practical farming" from Bruce, a fourth generation farmer, who was raised on a conventional dairy farm and earned a degree in political science from SUNY-Oswego.

Wake Robin Farm has been nationally recognized for some of their cheese varieties. The Mona Lisa cheese, an Italian style cheese produced at Wake Robin, won a Silver Medal in the 2009 North American Regional Jersey Cheese Awards. Opus, is a Wake Robin Farm original cheese, was awarded a Bronze medal at the 2010 World Jersey Cheese Awards. Their newest cheese creation, Floradell, won a Silver medal winner in the 2010 World Jersey Cheese Awards.

Although they enjoy the acknowledgment, Bruce and Meg stress the most important recognition they can receive is that of a loyal customer, so their main goal is to keep their local customers happy and inspired by the products offered at Wake Robin Farm.

You can visit them online at
<http://www.wakerobinfarm.org/> or
www.facebook.com/pages/Wake-Robin-Farm/.



Meg bringing in a heifer calf from the pasture