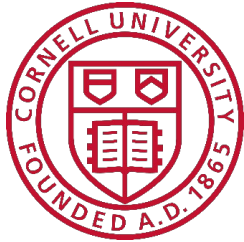


Cornell Cooperative Extension | Erie County

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John Whitney, Agriculture Educator



*This article is the second in a series focusing on vendors who are selling their wares at the Western New York Welcome Center's **Taste NY Market**. Thank you to Eden Valley Creamery team for taking the time to share their story and some marketing tips and strategies.*

Spotlight on Eden Valley Creamery



Eden Valley Creamery in South Dayton in Cattaraugus County is one of the newest farm-to-market, artisanal cheese and dairy product companies in New York State. The cheese plant and retail market is a value-added, diversified enterprise in direct association with the Eden Valley Organics dairy operation just down the road from the cheese plant and market. Eden Valley Creamery was established in 2017 and began marketing cheese early in 2019. The retail shop associated with the Dredge Road plant opened in July of 2019 and operates from 10AM-5PM, Monday through Saturday (closed on Sundays). Eden Valley Creamery (EVC) cheeses are among the many products being sold at the Taste New York Market at the Western New York Welcome Center.

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Conor O’Gorman, a partner in the Eden Valley Creamery, explained they are just moving into phase 2 of their business plan as they expand product output and distribution. This phase includes bringing on



Rachel Czarnecki as a Marketing Specialist. Rachel, a SUNY Fredonia Business Management graduate, has only been on the job for a few weeks.

Rachel plays many roles in the Eden Valley Creamery. She is busy updating the [Eden Valley Creamery Web Page](#), scheduling and staffing marketing events, contacting grocery stores and farm markets, running the Dredge Road retail location, coordinating product distribution to marketing outlets, and even assisting with cheese production and packaging under the guidance of master cheesemaker, Josh Meabon. She said she is still in the brainstorming phase of her marketing work.



Eden Valley Creamery is currently producing fully organic lines of Havarti, Swiss, Gouda, and Cheddar-based cheese curds. The semisoft Havarti and the popular cheese curds are available in a variety of flavors. Curds produced so far include plain, garlic, sour cream & onion, horseradish, and, of course,

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since the creamery is in Western New York, “Buffalo.” They all have that popular, fresh cheese curd “squeak.” Details about these cheeses can also be seen on the Creamery’s web page.



“Our cheeses begin with a fresh tank of morning milk hauled directly from Eden Valley Organics farm to the Creamery plant,” Conor explained. Josh then takes over, pasteurizing the milk before moving into the cheese making phase for whichever variety is being produced that day. Aged cheeses go into cold storage. Fresh cheeses, like the curds are packaged for immediate distribution and sale.



Rachel explained that she sees the main focus of her marketing efforts at this point in their business development as building brand recognition. That’s why events are such a big part of their current promotional effort. While time consuming, this is especially critical because the pricing for fully hand crafted, organic farm to market products is a bit higher than competing commercial, mass-produced brands. Eden Valley Creamery believes the quality and experience justifies the premium prices and customers are willing to come back to their products after they’ve sampled them.

In addition to being sold at the Taste NY at the Western New York Welcome Center on Grand Island, Eden Valley Creamery Products are available in multiple outlets with more being added regularly. A current list of locations where EVC products can be purchased can be seen on [Eden Valley Creamery Web Page](#).

Rachel said the Eden Valley Creamery team is working to expand sales to restaurants, delis, and other markets as the production and distribution system expands. Product delivery is part of the current challenge. To keep prices down, staff look for ways to complete deliveries as part of their daily travels between the business partners’ associated farm locations, staff residences, and customer hubs.

Word-of-mouth is critical to EVC's early success. Eden Valley Creamery also has an active social media campaign through Facebook and Instagram. Packaging is designed to reflect the homegrown, farm-to-market product theme.



Owners of the Eden Valley Creamery include brothers Gerald (Jerry), Richard (Rick) and Ronald (Ron) Mammoser, David Franklin, and Conor O’Gorman and his brother and EVC managing partner, Brendon. Eden Valley Creamery and Eden Valley Organics are part of a diversified collection of businesses associated with Eden Valley Farms based in Eden, New York.



Updating the Eden Valley Creamery marketing plan is one of the next business activities Rachel will be taking on. While it is challenging to fit in these planning activities, Rachel knows it is critical to the continued growth, development and success of the Eden Valley Creamery.



Taste NY at the Western New York
Welcome Center is operated by:

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