

MEYENBERG GOAT MILK PRODUCTS



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Can you tell me about your company's mission?

Our mission is to provide quality, grade-A goat milk and to increase national awareness of health and nutrition benefits of goat milk and goat milk products. My grandfather started the company because my father could not digest cow's milk formula. My father took the company over when he was 17, and my parents have grown it from one product—evaporated goat milk—to a multifaceted corporation. The evaporated goat milk was primarily sold in pharmacies and doctors' offices for use in a home-made infant formula.

What else do you produce?

We now also sell low-fat goat milk. The low-fat sales have increased so much because of the weight-conscious, health-conscious consumer. All the extra milk fat now goes into the making of butter and cheeses. We're the only company that makes and distributes goat butter. Chefs are going crazy over it. We now also make five Jack cheeses and two aged Cheddars, and we just introduced a crème de chevre, which is a goat cream cheese; it maintains more cream than any cream cheese available.

What makes goat milk such a good replacement for cow's milk or human milk?

The composition of goat milk is closest to human milk. The fat globule is three times smaller than that in cow's milk, so the taste disperses evenly

across the tongue, creating a more homogeneous mixture. Also, goat milk has short and medium fatty acid chains, which makes it easier to digest. Cow's milk contains a prominent allergen, the alpha-S-1 casein protein; goat milk has either none or a slight trace of it. People who are lactose-sensitive can tolerate goat milk, which also has 13 percent more calcium.

What is your leading product?

The fresh goat milk is number one. Number two is the evaporated. Number three is the low-fat fresh milk. Because of the way the smaller fat globule influences flavor, when you try the 1% milk, you think you're drinking a whole milk—it has that much of a buttery, sweet flavor.

Where are you seeing your biggest growth?

Four to five years ago, 60 percent of our consumers were buying goat milk to counter an allergy or lactose insensitivity, with 40 percent using it as a

Did you know?

Goat milk is the number one consumed milk in the world.

The composition of goat milk is closest to human milk.

Goat milk is used not only for infant formula and for cooking but as a food for exotic primates in zoos.

healthy alternative to cow's milk. It's now actually reversed. Our growth is out the door among people who want a healthy, real-milk alternative, including the low-fat variety.

Has the consumer changed since the company began?

Consumers today are very aware of what they're putting in their body. They're much more health-conscious.