



A CELEBRATION OF LOCAL FOOD, WINE & BEER
October 5 - 7 ★ 2018

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FOR IMMEDIATE RELEASE

Sonoma County Harvest Fair Honors Larry Peter of Petaluma Creamery for Excellence in Local Food Production

SANTA ROSA, CA – September 26, 2018 – The Sonoma County Harvest Fair is honored to present Larry Peter with the fifth annual award for Excellence in Local Food Production. His dedication to agriculture and passion for keeping local food production in business makes Larry a deserving honoree.

Larry Peter grew up in Sebastopol, California. His father, Virgil, worked in the lumberyards. His mother, Georgia, was known as the “Potato Queen” for gourmet potatoes she produced and sold at farmers markets. Larry grew up with a passion for the agriculture industry, picking prunes and raspberries, feeding calves, washing milk bottles and driving a forklift.

In 1987 Larry bought a run-down dairy farm in Two Rock and brought it back to life. Soon after he was producing hundreds of pounds of cheese and selling it himself at local farmers markets. When the Petaluma landmark, Petaluma Creamery came up for sale Larry risked it all to purchase the creamery to grow his brand and to support local dairy production.

The Petaluma Creamery established in 1913 by a group of local dairy farmers has been a landmark of downtown Petaluma for over a century. Petaluma Creamery remains a vital link in the survival of local family dairies. Many dairy families trace the survival of the dairy industry in Marin and Sonoma counties to the purchase of the creamery in 2004 by Larry.

Today, he employs more than 100 people at the creamery and sells up to 500,000 pounds of cheese and 300,000 pounds of milk powder a week. The Creamery also produces ice cream, whey powder, sour cream and butter under the certified organic Spring Hill Cheese and Petaluma Creamery brands, as well as third-party-branded dairy products.

Outside of the creamery Larry has multiple other agriculture-based ventures. For more than 20 years, Larry has held the Peter Pumpkin Patch at the Spring Hill Cheese farm. Every year local families and thousands of kids experience life on the farm by sampling pumpkin ice cream, digging their own potatoes, milking a cow,



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going for a hay ride, petting baby animals and picking out the perfect pumpkin. Larry values the opportunity to build community and to teach kids where their food comes from.

Through his businesses he supports local business organizations, FFA chapters and 4H clubs to ensure that the strong farming traditions of the area are passed on to the next generation.

The Harvest Fair's 2018 Excellence in Food Production award recognizes Larry Peter for his commitment to the dairy industry and keeping local food production alive. The Harvest Fair will recognize Larry during the Harvest Fair Annual Awards Night to be held September 30 at Luther Burbank Center for the Arts. The celebration is open to the public with a limited number of tickets available at the Harvest Fair Box Office located at 1350 Bennett Valley Road in Santa Rosa.

The 2018 Sonoma County Harvest Fair is October 5-7 at the Sonoma County Event Center at the Fairgrounds. Visit HarvestFair.org or call (707) 545-4200 or find "Sonoma County Harvest Fair" on Facebook.

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