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**Naturally North Bay Announces Winners of Annual Awards**

*Straus Family Creamery chosen for Planet Award*

*Bachan’s Japanese BBQ Sauce chosen for Best New Product*

*Blair Kellison honored for contributions to community*

**SANTA ROSA, CA** (March 23, 2022) – Naturally North Bay announced today the winners of their annual awards for 2022. The winners are recognized in one of three categories which reflect the organization’s values:

* [Straus Family Creamery](http://www.strausfamilycreamery.com) has been chosen for the **Planet Award** – recognizing individuals or organizations from the natural, specialty and organic products industry who have undertaken innovative solutions to combat the climate crisis. Award will be given by Moss Adams
* [Bachan’s Japanese BBQ Sauce](https://bachans.com/pages/our-story) has been chosen for **Best New Product** – a product that demonstrates innovation and a game changing introduction to our industry. Award will be given by CMPR
* [Blair Kellison](https://www.linkedin.com/in/blair-kellison-7078b8/) honored for the **People + Community Award** - recognizing an individual or organization from the natural, specialty and organic products industry and ecosystem who has made substantial impact in their community. This award will be given by Exchange Bank

**Straus Family Creamery**, a mission-driven company, was the first 100% certified organic creamery in the United States, and Founder/CEO Albert Straus’ dairy farm was the first certified organic dairy west of the Mississippi River. The company is being recognized for groundbreaking work that utilizes specific [red seaweed](https://www.strausfamilycreamery.com/straus-dairy-farm-and-blue-ocean-barns-demonstrate-a-dramatic-climate-change-solution-in-dairy-farming/) (Asparagopsis taxiformis) supplements in cows’ feed to dramatically reduce enteric methane emissions (cow burps), a potent greenhouse gas.   This novel feed supplement has the potential to reduce on-farm climate emissions by as much as 40% at local dairies

“I’m very honored to be recognized for the work that we are doing to achieve a carbon-neutral dairy farming model.  We are on track for Straus dairy to be carbon neutral by 2023 and working with all of our local supplying dairy farms to achieve the same goal by the end of this decade. This work is at the foundation of sustaining family farms and rural communities in the North Bay.    None of this could be possible without the collaboration of the Straus Family Creamery team, the Straus Dairy employees, and the support of the 10 additional dairy farming families who supply milk to our creamery.” said Albert Straus.

"Naturally North Bay is proud to recognize these leaders who are discovering new ways to combat climate change, delivering innovative new products and driving positive impact in our community” said Mike Scheu, Chair of the Board of Directors of Naturally North Bay. "Mission-driven companies like Straus Family Creamery and Bachan's and values-driven leaders like Blair Kellison are a big part of what makes the North Bay’s Natural products community so special.

The Naturally North Bay Celebrate event will be held Thursday, April 7 from 4:30 – 7:00 pm at the SOMO Village Event Center at Sally Tomatoes in Rohnert Park. The event is open to the public and all members of the North Bay specialty food and beverage industry are encouraged to attend and celebrate these industry leaders.

For tickets, visit <https://naturallynorthbay.glueup.com/event/naturally-north-bay-celebrate-51152/?pk_campaign=widget-event-list>

**ABOUT Naturally North Bay:** Naturally North Bay is an independent non-profit trade association (formerly known as North Bay Food Industry Group “FIG”) whose purpose is to foster a thriving natural products industry in the North Bay. Naturally North Bay enjoys a growing membership, including founding companies such as Amy’s Kitchen, La Tortilla Factory, Traditional Medicinals, Straus Family Creamery, Cowgirl Creamery/Tomales Bay Foods, Clover Sonoma, Redwood Hill Farm and Creamery, North Coast Organic, and Guayaki. In 2021 FIG affiliated with the national organization Naturally Network which it has helped to establish and changed its name to Naturally North Bay. This year’s Celebrate! event honors the values of the Naturally North Bay organization and takes the place of the former FIG Pioneer Awards which for six years honored the legendary founders and leaders of the specialty food and beverage industry in the North Bay region.