

FOR IMMEDIATE RELEASE

Our State

NORTH CAROLINA

Media contact:
Katherine Bonney
Our State magazine
(800) 948-1409
kbonney@ourstate.com

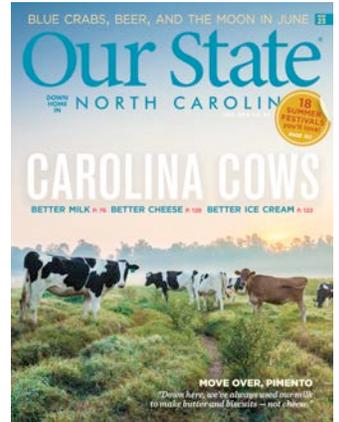
Our State's June Issue Celebrates North Carolina Dairy

GREENSBORO, NC (May 22, 2014) — In honor of National Dairy Month and North Carolina's state beverage, *Our State* has devoted its June issue to North Carolina dairy. Though the way we get our milk has evolved over the years, the way it all begins remains the same — on farms with farmers and cows.

"We've done agriculture stories before, but we've never narrowed it so tightly like this," says Elizabeth Hudson, editor in chief of *Our State* magazine. "People will see these things in a new way." From dairy cows to milk to ice cream to cheese, *Our State's* June issue will leave you satisfied. In this issue, you'll explore:

Photo Essay: The Cows of Iredell County

Since state agriculture records were first kept, Iredell has been North Carolina's leading cow county. While the number of farms in Iredell County has diminished over the years, our appreciation for these dairy queens, and the people who love them, has not. Take a scenic trip to Johnson Farm, Leamon Farm, Dusty Road Farm, Grayhouse Farm, Myers Farm, Stamey Farms, Dobson Farm, and Shelton Farm. Don't miss additional photos from photographer Emily Chaplin — including scenes from the Iredell County Fair dairy show and a behind-the-scenes look at daily life on a dairy farm — at ourstate.com/cows.



Biltmore Dairy Farms

The era of Biltmore Farms milk began in Asheville in the 1890s with George Vanderbilt's pampered Jersey herd as the foundation. Most folks in Asheville, however, remember its milkmen in the orange-yellow and black trucks and Winky Bars.

Howling Cow

The coolest thing at N.C. State University comes frozen. For decades, students have been coming to N.C. State University to learn how to raise cows, take their milk, pasteurize it, process it, and turn it into everything from milk to ice cream to cheese. Howling Cow ice cream helped save the farm during the recession. Now, it provides students with valuable business experience and indulges students and visitors with each delectable scoop.

New Crop of N.C. Cheesemakers

It used to be that mayonnaise-based pimento cheese reigned supreme. But, now there's a new crop of cheesemakers, connoisseurs, and consumers who are making room for real cheese at our tables. Treat your taste buds at The Cheese Store of Asheville, Goat Lady Dairy in Climax, and Looking Glass Creamery in Fairview.

Read these stories and more in the June 2014 issue of *Our State* magazine, available in bookstores and on newsstands across the state on May 27, 2014. Kick off summer and celebrate the June issue with *Our State* at the James B. Hunt Jr. Library at N.C. State University on June 14, 2014, from 1-3 p.m. Enjoy a special tour of the innovative James B. Hunt Jr. Library, featured in *Our State's* March 2014 issue, along with an exclusive discussion with a NCSU Food Science expert on N.C. dairy and Howling Cow. You won't want to miss the free samples of Howling Cow ice cream and prizes from the *Our State* Store. Visit ourstate.com/events for more information.

Since 1933, *Our State* magazine has been North Carolina's premier travel, food, and culture publication, celebrating the best of life in the state. Published by Mann Media, Inc., the award-winning magazine reaches more than 893,000 readers each month, with subscribers in every state and nearly 30 foreign countries. Learn more at ourstate.com.

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