

# Irazu introduces organic milk after price increase

Liz Moy  
Reporter

Elon University students and faculty may notice something different when they take a sip of their morning coffee from the on-campus coffee shop Irazu.

Irazu began using organic milk in its beverages Sept. 13 as a result of a price increase by their former supplier, PET Dairy, and in an effort to support local farming. The milk will come from Homeland Creamery in Julian, N.C.

ARAMARK, Elon's food service provider, will continue to use PET milk.

"Since we are a local business, we want to support other local businesses," said Becky Villalobos, Irazu employee. "We know how it feels to be a small business in need of customers."

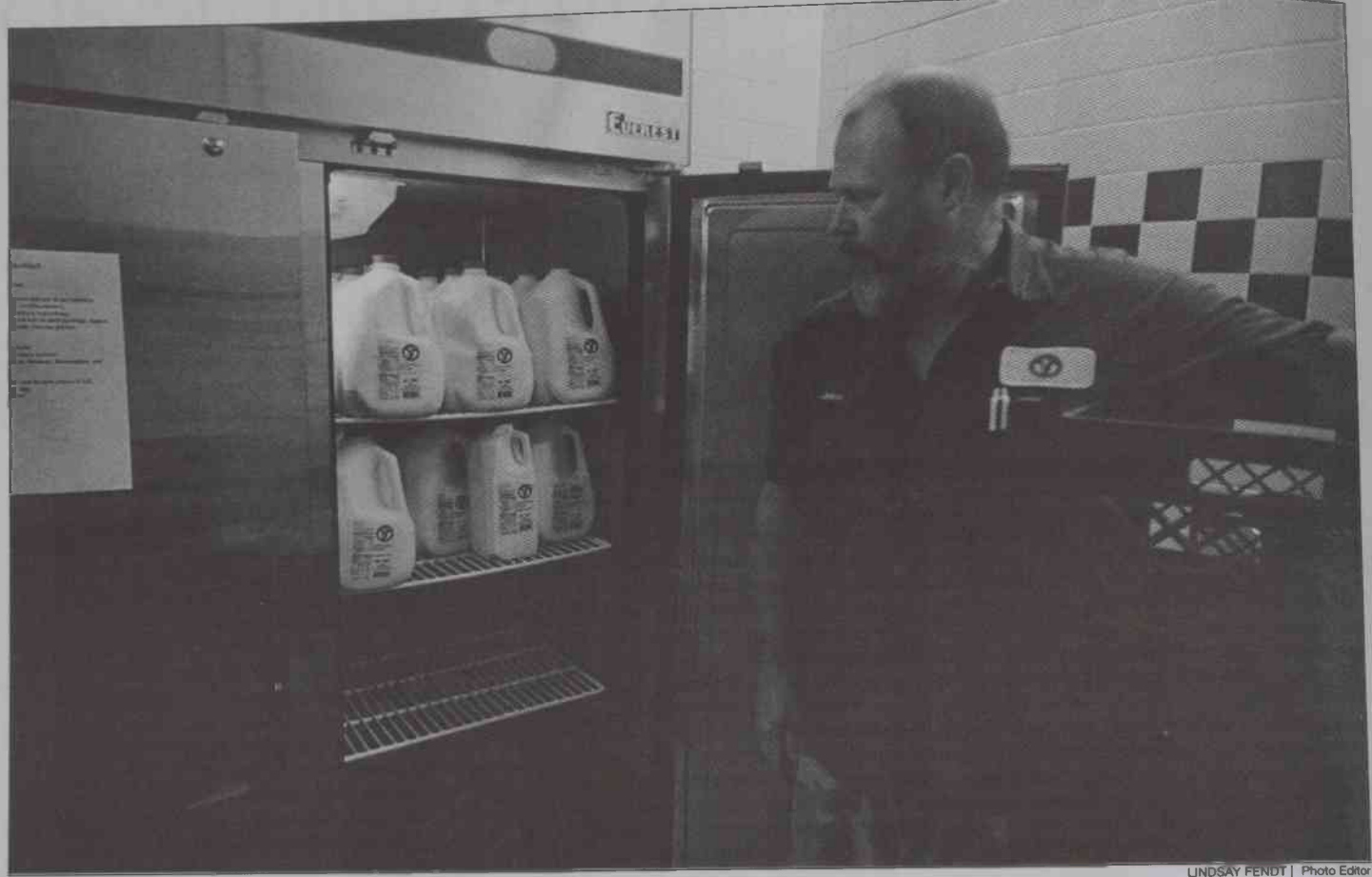
Though Villalobos said the rise in price of PET milk was not drastic, Irazu had to choose whether to stay with the company or try something different.

"It did cause us to think about the product we were receiving and in this case it was worth the change," she said.

Though PET raised its prices for Irazu, the cost remained unchanged for ARAMARK. Ryan Moore, food service director at Elon, said this is because Irazu is an independent business while ARAMARK is a larger company.

"PET has made some adjustments to prices, yet nothing drastic," he said.

According to Moore, PET



Homeland Creamery milk deliveryman John Lineberry loads milk into the Irazu refrigerators on Monday morning. Irazu now buys organic milk from the farm.

products are considered local, because their headquarters are in Charlotte, N.C.

"We currently have many local and organic offerings that we use on a daily basis, including PET Dairy," Moore said. "PET is headquartered in Charlotte, N.C., and usually milk producers have to remain in specified areas."

According to Villalobos,

Cassie Rudd, there has been positive feedback regarding the use of the new product. Irazu has posted a sign on their counter about the milk to bring it to customers' attention.

"When people see the sign they are usually happy about it, and feel that it's a healthier choice since the milk is free from hormones and

antibiotics," Rudd said.

Though the taste has not changed drastically, there has been comment on a difference in texture.

"Some people have pointed out the creaminess of the milk and are looking for a difference in taste," Rudd said.

The new milk from Homeland Creamery also offers products in select stores

in Greensboro, Burlington and Durham, N.C.

The use of local organic milk aligns with Elon's Sustainability Policy, a movement that began in 2006 with the creation of the Environmental Advisory Council. One of the goals of the policy is conserving resources as well as purchasing more local and organic food products.

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