

## **Hatcher All Natural Family Dairy since 1831**

Erica Keithly shares: We bought this milk at Whole Foods Market while we hunt for a good raw milk source. We read the label over breakfast one day and decided to look it up on the web. Really neat to see not only the 5 generations legacy since 1831 but how they are working in harmony and thriving as they adapt their company to changing markets.

*The Hatcher Family is very proud of our heritage. Since 1831, five consecutive generations have farmed the land God has assigned to us in College Grove, Tennessee.*

*We are committed to the core values of faith, quality, cooperation, integrity, and stewardship handed down by our forefathers over 175 years ago. These values are a tradition for us, and we promote them in our dealings with our customers, our partners, and the community.*

*Dairies in the Southeast have been decreasing in numbers rapidly over the last several years. It has been extremely difficult to make a living in the dairy business due to rising input costs like fuel, fertilizer and feed etc. In addition, we had the pressure of encroaching development. We decided we would try something new and innovative to keep the dairy going and profitable. The idea was to process and pasteurize our own milk. After tremendous community support, we had our store grand opening June 11, 2007.*

*We are a family business. Jim Hatcher is farm manager and milkman. Charles Hatcher is milkman, deliveryman and helps with the processing. Sharon Hatcher is store manager. Jennifer Hatcher and Charlie Hatcher are both veterinarians at Rock N Country Veterinarian Services (right on the farm), and fill in where needed as time allows. <http://hatcherfamilydairy.com/>*