



MADE BY COW

STRAIGHT FROM THE COW TO YOU,
COLD-PASTEURISED MILK IS NOW
AVAILABLE IN AUSTRALIA.

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Made by Cow founder Saxon Joye at the bottling facility in Berry, NSW.



ade by Cow Founder Saxon Joye talks to *food australia* about cold-pressed raw milk, food science and what's special about their cows.

How did you come up with the world's first safe-to-drink raw milk product idea?

I have been in the food service industry for most of my working life. I was attracted to high pressure processing (HPP) from the minute I heard about it on an ABC radio interview in the early 2000s. There are several foods that do not do well in heated environments such as salads, smallgoods and certain types of juice. HPP enables the creation of new food categories and cold-pressed raw milk is one of them.

How long did it take for Made by Cow to become a reality?

I started thinking about a cold-pasteurised milk roughly three years ago. The team and I worked on the science in earnest for two years and launched in June 2016. We were lucky to have a

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Is there really room in the market for traditional, raw milk?

We really weren't sure of this either, however since our launch we have engaged with a deep niche of consumers looking for less processed goods who appreciate our product and the business continues to grow as a result of that. So, the answer is yes!

How is the processing for this produce unique?

The difference between normal milk processing and our way of processing is that we do not heat, homogenise, standardise, blend or separate our milk. As such, our brand is more defined by what we don't do to our product.

We simply milk our cows, bottle the milk, then cold-press the milk for several minutes using cold, high water pressure. Heating has been a great way to make milk safe for many years as we move further away from the farm, but technology has progressed and we can now achieve food safety requirements without compromising flavour or nutrition.



Made by Cow's milk comes from a single Jersey herd well loved by third generation farmers Stuart and Hayley.



group of dedicated people to bring help this concept to life. We also benefited from having the NSW Food Authority's top food scientists scrutinising our work.

What hurdles did you have to overcome along the way?

One of the most difficult problems we encountered was finding the right people to solve challenging food science-related problems, such as identifying all the target pathogens found in a dairy environment. Another challenge was then testing those pathogens individually and developing more hygienic methods of milking our Jersey cow herd. The final big challenge we overcame was building the purpose-built cold-pressed raw milk bottling facility.

Is your work background “on the land”, as a technical food scientist, or both?

A little bit of both! I'm a food guy with a wild imagination and just enough food science knowledge to annoy the real food technologists!

What is your business strategy moving forward?

We are focused on production and lowering our costs as we add volume. We would like to launch a range of cold-pressed dairy including yoghurts, creams and maybe a flavoured range at some stage.

Have you had international interest in the process?

Yes, quite a bit of international interest regarding HPP. We have very been focused on product production but are starting to turn our minds towards opportunities abroad.

So... Do the cows really have names?!

Yes! Our farmers call each of their cows by name. They are beautiful animals with their own unique personalities, and they are very much loved. 🐄