

## For Immediate Release



- **Pioneers of the NC Piedmont Local Food Movement and award-winning cheese-makers, Carrie and Bobby Bradds, connect their network of local farmers to urban neighbors all over the country with their new online store.**

## Goat Lady Dairy To Launch Online Store

*Gift basket assortments of award winning cheese and shipping available for the Holidays.*



**GRAYS CHAPEL, NC – (October 29, 2018) –** Goat Lady Dairy (GLD) will open a new online store on Wednesday, Nov. 7. Owners Carrie and Bobby Bradds announce three cheese gift box assortments now available for direct shipping or on-farm pick up just in time for the holiday season. Each box comes personally-signed by a GLD cheesemaker with information about the hand-crafted cheese it contains. Customers can order directly from the website: [www.goatladydairy.com/shop-online](http://www.goatladydairy.com/shop-online).

Goat Lady Dairy's gift boxes will include two of their most popular products: PROVIDENCE - Natural Rind Aged Goat Milk Cheese and

SMOKEY MOUNTAIN ROUND - Applewood Smoked Fresh Goat Cheese. Both of these cheeses won First Place in the [American Cheese Society's](#) national competition.

Goat Lady Dairy handcrafts over 100,000 lbs of cheese per year with only six employees. Fresh goat and cow milk for GLD cheese comes from three nearby family dairy farms: Lindale Organic Dairy in Snow Camp, Williams Dairy in Liberty, and Holly Grove Farms in Mount Olive. This unique partnership helps ensure success for these four NC dairy farm families in this time when many small dairy farms have gone out of business.

Goat Lady Dairy has a long-standing history of award-winning cheese. LINDALE - raw cow milk Gouda, ROASTED RED PEPPER - fresh spreadable goat cheese, and FIG & HONEY - fresh spreadable goat cheese, have all earned awards from the American Cheese Society. In 2016, PROVIDENCE and LINDALE also received [Good Food Awards](#).

What makes Goat Lady Dairy cheese special is handcrafted care and attention throughout the entire process from land to animals to cheese. GLD and its partner farms work together to keep animals happy, produce exceptional milk, and craft delicious cheese.

Caring for the land is a tradition that started with 'The Goat Lady' herself, Ginnie Tate. Ginnie founded Goat Lady Dairy in 1995 with her brother Steve Tate and his wife, Lee.

Ginnie was passionate about food, land, and especially goats. Ginnie, Steve, and Lee knew just how infectious this passion was so they were eager to share it with anyone who would listen. The Goat Lady's cheese was immediately recognized at local farmers' markets and quickly received awards. Ginnie also received the Lifetime Achievement Award from the Conservation Trust for North Carolina in 2009 for her commitment to the land.

Goat Lady Dairy underwent a significant expansion in 2012 to keep up with growing demand. The cheese is as popular as ever, winning awards each year. GLD's principles, too, remain the same. The land, animals, food, and people are all connected. Taking care of one means taking care of all.

The Tates sold the farm and the business to longtime employees, Carrie and Bobby Bradds in 2017. Read the story of this successful transition [HERE](#).

While the Randolph County-based artisans have had cheese available beyond NC with the help of distributors like Gourmet Foods International, International Gourmet Foods and Cheney Brothers Inc., and have a gift box available through Williams Sonoma, Goat Lady Dairy has never had the direct connection with distant customers that the online store now provides.

The Bradds hope that offering cheese online will unite people near and far around the common goal of knowing their food and knowing their farmer. The Goat Lady's mission lives on in their passion for their land and their craft. In the words of Steve Tate:

**“When you change a person's relationship to their food,  
you change them ... and the world together.”**

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Connect with us

