

# WHAT IS RAWMI?

Founded in 2011, the Raw Milk Institute (RAWMI) is a 501c3 non-profit organization dedicated to improving the safety and quality of raw milk and raw milk products through the establishment of Common Standards for raw milk, farmer mentoring and consumer education.

Whether you are a micro dairy or sell raw dairy products across the nation, our team of experts can help you.



## RAWMI LISTING BENEFITS

- Higher standards to assure low-risk raw dairy products
- Individualized food safety plan to optimize raw milk production in your unique situation
- Increased consumer confidence
- Increased shelf life with improved flavor
- Community of like-minded, supportive, dedicated dairy farmers
- Better employee training
- Improved regulatory and inspector relationships
- Lower liability insurance rates
- Training and continuing education for best practices
- Meaningful test data that assures the food safety plan is working
- Strong marketing message that consumer health is highest priority
- Access to research, experts and educational materials
- Assistance with potential recalls and media communications
- Improved efficiency of operations

## CONTACT US

7221 South Jameson Avenue  
Fresno, CA 93706  
[contact@rawmilk institute.org](mailto:contact@rawmilk institute.org)  
[www.rawmilk institute.org](http://www.rawmilk institute.org)

# Raw Milk INSTITUTE



SERVING PRODUCERS AND  
CONSUMERS OF RAW MILK  
AND RAW MILK PRODUCTS  
ACROSS THE NATION AND  
THROUGHOUT THE WORLD

[RAWMILKINSTITUTE.ORG](http://RAWMILKINSTITUTE.ORG)

# WHY BECOME RAWMI LISTED?

## FARMER SUPPORT

RAWMI LISTED farmers are a community of dedicated raw milk producers who strive for excellence every day. RAWMI LISTING includes one-on-one mentoring as well as quarterly meetings with other RAWMI LISTED farms for open exchange of information, troubleshooting and the continual evolution of best practices for the production of low-risk raw milk.



## CONSUMER CONFIDENCE

Informed consumers seek out raw milk from RAWMI LISTED farms because they know it is optimally produced, regularly tested, delicious and has a longer shelf-life. LISTED farms have developed their own unique food safety plans which are implemented with confidence and transparency.

## INSURANCE & INSPECTION

Because RAWMI LISTED farms meet more rigorous standards, they can enjoy lower liability insurance rates and better relationships with regulators and inspectors.

**STANDARDS MATTER!  
FARMS THAT ARE  
LISTED BY THE  
RAW MILK INSTITUTE  
MEET MORE  
RIGOROUS STANDARDS.**

## RAWMI LISTING

RAWMI LISTED farmers are dedicated to producing clean, safe raw milk. LISTED farmers develop their own Grass-to-Glass Risk Analysis Management Plan (RAMP) to optimize the health and hygiene of their farms. Monthly testing assures that each RAMP is working effectively to achieve the Common Standards for low-risk raw milk.

FDA PMO STANDARDS FOR GRADE A MILK PRODUCED FOR PASTEURIZATION	RAWMI COMMON STANDARDS
Standard Plate Count (SPC): <100,000 cfu/ml	Standard Plate Count (SPC): <5,000 cfu/ml
Coliforms: <750 cfu/ml	Coliforms : <10 cfu/ml

\*SPC is a measure of the number of aerobic bacteria present in the milk. Coliform count is a measure of bacteria that are most commonly associated with manure or environmental contamination