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FOR IMMEDIATE RELEASE:

**Wild Oats Market Plans Tour of Cricket Creek Farm for June 18**

**Williamstown, MA, June 13, 2011.** Wild Oats Market, a cooperatively owned market specializing in local and organic foods, is organizing a tour of beautiful Cricket Creek Farm on Oblong Road in South Williamstown, to take place on Saturday, June 18, from 4-5:30 pm. All are invited to participate in this free tour. Children of all ages are welcome; small children must be accompanied by an adult.

Tour participants will visit the cows in the pasture, the calves, and meet other residents of Cricket Creek Farm, including the pigs and Creamy the Cricket Creek cat. Participants will also tour Cricket Creek's state-of-the-art cheese making facility, where the farm's cheese makers regularly produce three cheeses – Maggie's Round, Tobasi (both raw milk cheeses) and Cricket Creek Fresh, a new pasteurized soft cheese available in five flavors. The tour will finish up with the afternoon milking, which begins at 5 pm. Tour participants can stay as long as they like.

Anyone interested in joining this tour should meet at the Cricket Creek Farm Store at 1255 Oblong Road in Williamstown at 4 pm on Saturday June 18. Cricket Creek is approximately six miles from Wild Oats Market, which is located at 320 Main Street in Williamstown. Directions to Cricket Creek Farm are available at Wild Oats Customer Service or [download directions here](#).

For more information or to register for the tour please email [marketing@wildoats.coop](mailto:marketing@wildoats.coop) or call (413) 458-8060. Registration for the tour is appreciated but not required.

Wild Oats Market is a member-owned, cooperative-based whole foods market. One need not be a member to shop at Wild Oats, although membership offers several benefits. The market carries a wide selection of organic and naturally-made products, including: meats, eggs, dairy products, fruits, vegetables, breads, pastas, oils, cereals, juices and chocolate. In addition, the store offers a hot foods bar, a salad bar, a fresh grab-and-go deli, and breads, rolls and pastries freshly baked on-site. Wild Oats Market also carries supplements and personal care products, as well as environmentally-friendly household supplies. The co-op is located at 320 Main Street in Williamstown.

Cricket Creek Farm is a small grass-based dairy located in Williamstown, MA. Nestled on the slopes of the Taconic hills, the farm consists of over 500 acres of rolling fields and woodlots, old apple orchards and sugarbush. Cricket Creek's herd of 40 cows is made up of registered Brown Swiss and Jerseys. Handmade cheese has been the primary goal at Cricket Creek Farm since its transition to grass-based farming in 2001. In addition to its artisanal cheeses, which Wild Oats stocks, Cricket Creek also offers raw milk, farm eggs, fresh-baked breads and other items.

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