MORRISON

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DEVELOPING AND SUSTAINING AN ENGAGED AND HEALTHY WORKPLACE CULTURE

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MORRISON SNAPSHOTS

The Morrison team has been keeping busy – and having fun doing it! Check out our highlights to see what we're up to.

CLIENT CORNER

There is always something new going on, so get caught up with our latest client news.

SAY CHEESE!

If you like cheese (and come on, who doesn't?), Rumiano Cheese is a must-have for the connoisseur and everyday consumer alike. Offering premium Gouda, Mozzarella, Havarti, Cheddar, Monterey Jack, Pepper Jack, and more, Rumiano has produced top quality, innovative products for more than 100 years.

Brothers Fred, John, and Richard Rumiano immigrated to the United States from Italy in the early 1900s. After working jobs in gold mines, shipyards, and the liquor industry, they settled near Willows, California in 1919 and purchased a local dairy operation. Originally producing just milk, their dairy operation evolved to include butter and eventually cheese.

After the end of World War I, Italian hard cheeses became largely unavailable, creating a need in both the Italian community and with other consumers. Focusing on local markets and the large Italian community in the San Francisco Bay area, the Rumiano brothers introduced Monterey Dry Jack Cheese, which became an instant hit. Once known as "the poor man's Parmesan," Rumiano's Dry Jack Cheese is made from high-quality milk and aged in cellars built specifically for aging in Willows, California for four to eight months. It still has a following today, a century later.

Constant experimentation, development of new processes and varieties, and investment in equipment and distribution led to ongoing growth of the Rumiano brand. Rumiano's support of the war effort during World War II spurred additional growth; their processed cheese became a staple in K-rations (individually packed daily meal rations) for American troops.

In the 1950s and 1960s, second generation manager Ray Rumiano focused on new markets outside of California as well as overseas Asian markets. The company produced pasteurized processed cheese in Willows, and topped off the 1960s when Apollo 11 astronauts Neil Armstrong, Michael Collins, and Edwin Aldrin were treated with omelets made with Rumiano cheese for their first breakfast while quarantined after man's first landing on the moon.

After the passing of Ray Rumiano, his sons Baird and John assumed leadership of the company, eventually opening up new markets and expanding capacity in both manufacturing and packaging. They became leaders in bringing cheese from across the U.S. and Europe to support the West Coast's growing population.

Today, cheese production is accomplished in Crescent City, California (hometown of Morrison Managing Principal Toni Scott), where Rumiano employs about 35 people. About 160 personnel are based in the Willows facility, the company's headquarters for the sales and cheese aging programs and where the cheese is cut, packaged, and distributed. The Willows plant is in a strategically important location for distribution, being nearly in the middle between Portland and Los Angeles, with close proximity to Reno and San Francisco. The Willows plant was significantly expanded in 2021 to increase the company's overall capacity and to eventually double its packing capabilities.

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SAY CHEESE, CONTINUED

Rumiano is committed to sustainability in every sense. In addition to using all of the components of the milk it processes, the company strives to be sustainable in every aspect of production. Their goal is to achieve carbon net-neutrality by 2030, leaning into regenerative agriculture practices on the farming level and optimizing reduction of greenhouse gasses and carbon. The milk used in Rumiano cheese is produced by 26 family farms in Humboldt and Del Norte counties, all within a 100-mile radius of the Crescent City production facility. This limits the use of fossil fuels and reduces the carbon dioxide footprint from transportation.

The dairies supplying milk to Rumiano go the extra mile for grass-fed milk production. The mild Northwestern coast of California provides prime weather for open grazing and pasture time. Year-round access to pastures and native growing coastal grasses are imperative to the company's standards for grass-fed feeding. While not often necessary, silage (forage grass that is fermented to the point of acidification to preserve the benefits of fresh forage) and haylage (forage grass chopped and packed with minimal drying) supplement pasture grazing. Open pasture time and native grazing allow the cows to roam freely and benefits both the animals and consumers by helping create healthy and humane dairy products. All Rumiano dairy producers are American Humane Certified, certifying that they are both sustainably producing milk and humanely treating the animals.

Rumiano cheese is 100% organic, with the Rumiano Organic brand fully non-GMO. Among their organic products are dry Monterey Jack, Cheddar, and Peppato. Rumiano's organic cheese was the first cheese in the world to be listed with the Non-GMO Project Verification from the 501(c)3 "Non-GMO Project," which is dedicated to building a non-GMO food supply.

Today, Rumiano continues its deep commitment to healthy products, care for the land, and animal welfare. Rumiano organic cheese is available in all 50 states.

Morrison has been honored to serve Rumiano within all three of our business lines through Business & Accounting Advisory Services, Executive Recruiting, and Grant Writing. We are always honored to work alongside innovative family-owned companies like Rumiano Cheese Company.