

History of Mayfield Dairy Farms

Thomas B. (T.B.) Mayfield Sr. was born on a farm in McMinn County in 1853. His grandfather Came to McMinn County from South Carolina in 1820. T.B. owned Live Oak Farms, and he bred and sold saddle colts, saddle fillies, mules and jacks, Jersey cows and Berkshire hogs. In the spring and summer, the surplus milk was peddled around Athens, TN. Along with some buttermilk and churned butter.

In 1912, Thomas B. Mayfield's son, Thomas Brient Mayfield Jr. (called Brient), bought a farm adjoining his father's and began a dairy operation milking about 45 Jersey cows. The original milk plant is standing on the Mayfield farm today. The milk was cooled with spring water. Thomas Brient Mayfield, Jr.'s wife, Goldie Denton Mayfield, made the first cottage cheese that was sold in Athens on a milk route. In the 1920's, ice-cooled home delivery trucks replaced horse-drawn carts.

In 1923 technology improved. An existing ice cream plant was purchased on the corner of Green and Bank Streets in Athens, Tennessee and Mayfield Creamery became operational at this location. This plant produced the first pasteurized milk that was sold on wholesale routes between Chattanooga and Knoxville.

The family worked to keep the business operating through the depression. After the death of Thomas B. Mayfield, Jr., in 1937, Thomas Brient Mayfield, III took over the business at the age of 18. After World War II, Thomas Brient Mayfield, III and his brother C. Scott Mayfield, Sr. assumed the operation of the company, and the decision was made that the Mayfield family would expand the dairy business. On borrowed capital, the most modern dairy plant in the Southeast, at that time, was built at the present location on East Madison Avenue during 1948-1950. Mayfield Dairy has stayed in the forefront of the dairy industry with innovation and quality products.

- In 1955, installed a vacreator (now called Aro-Vac) – machine which utilizes a vacuum process to remove volatile odors and flavors from milk. Mayfield was the first dairy in the United States to produce milk with a year-round uniform flavor.
- In the 1950's Mayfield had the first mechanically refrigerated milk truck fleet in Tennessee.
- In the 1960's (approximately 1962), Mayfield was instrumental in the development of the famous "Zip II" ice cream carton, which was tamper –resistant. At this time, Mayfield also installed an Amerio Hardener, which froze ice cream to brick hard (45 degrees below zero) in one and one-half hours. The fast –freeze process produced smaller ice crystals and a smoother texture.
- In 1970, Mayfield introduced the first successful in-plant blow molding operation for plastic milk bottles.

- In 1983, Mayfield was the first dairy to package milk in a “yellow” plastic bottle, which reflects harmful light rays and protects the milk flavor and nutrients.
- In 1987, Mayfield was also the first dairy in the United States to market a milk (Nutrish a/B) containing Acidophilus and Bifidum bacterium, which aids digestion.

The Company was acquired by Dean Foods Company in January 1990. Dean foods is one of the leading food and beverage company. The **Dairy Group** is the largest processor and distributor of milk and various other dairy products in the United States, with an extensive refrigerated direct-store-delivery network. Through its White Wave and Horizon Organic brands, Dean Foods Company also owns the nation’s leading soymilk and organic milk brands. The company’s Specialty Foods Group is a leading manufacturer of private label pickles and non-dairy powdered coffee creamers. Dean Foods Company and its subsidiaries operate approximately 120 plants in 36 U.S. states, Spain, Portugal and the United Kingdom, and employ approximately 29,000 people.

Dairies/name brands owned by Dean Foods Company in the Southeast Region are: Barber’s Dairy, Broughton, Country Delite, Dairy Ease, Dipzz , Hershey’s Milk, Horizon, International Delight, Land O Lakes, Marie’s, Mayfield Dairy Farms, McArthur Dairy , Pet/Land O Sun, Purity Dairies, Reiter Dairy, Shannondoah’s Pride, Silk, T.G.Lee Dairy, and Trauth Dairy.

- On September 18, 1995, a new style of plastic 10 oz., pint, and quart bottles were put into production. (the configuration of these bottles resembled an old-fashioned milk bottle.)
- In April 1998, a new scround, 2-piece half- gallon ice cream carton was used for “Select” ice cream flavors.
- In 1998, the plastic pint bottle was registered under the name of “Chug” by Dean Foods Company and a national campaign was underway to produce/distribute this product under Dean’s regional brand names.
- Dean Foods Company developed a “Chug 6-pack” (8oz.Plastic bottles with a plastic shrink-wrap) and Mayfield began distribution in June of 1999. Flavors were Whole Chocolate, Lowfat Chocolate and Strawberry Milks. (Strawberry was discontinued at the end of the year due to slow sales/high dump.) In mid-2000, an ISL (intermediate shelf life) Chug 6-pack was developed. Eventually, production of the Chug 6-pack went to T.G. Lee Dairy. Due to low sales volume, Mayfield discontinued this product.
- In January 2002, the process of converting novelty packaging material to a new “Millennium Board” began. Mayfield was the first ice cream manufacturer to use this heavier board to protect the product from damage and heat shock.
- In 2003, Vanilla Lowfat Milk and Snow Cream Frozen Dessert were introduced.
- In 2004, Less Carbs Ice Cream was introduced in four flavors (Vanilla, Chocolate, Neapolitan and Butter Pecan) in a 56 oz. carton. The Snow Cream line was expanded with the additions of a “pint” frozen dessert, a “12-pack Stix” novelty, and a “Vanilla Lowfat milk half gallon,”

- In 2005, the Vanilla Lowfat Milk half pint was re-named Lowfat Snow Cream Vanilla Milk.

These Innovations and many others have helped Mayfield Dairy Farms expand into new markets and maintain their quality standards.

As of January '05, Mayfield employs approximately 1,790 people.

The fourth generation of the Mayfield family is currently involved in the operation of the company, with C. Scott (**Scottie**) Mayfield, Jr. as President and Robert B. Mayfield (**Rob**) as Vice-President & Technical Service Manager.

Steady growth has been experienced in ice cream and milk distribution:

- The distribution of ice cream products was expanded into the Atlanta market in 1977.
- Milk sales expanded into the Morristown, TN Market during the summer of 1990 and Atlanta, GA Market in January 1991.
- During 1992, ice cream sales expanded into the southwest corner of Virginia and Middle Tennessee.
- In early 1993, ice cream sales also expanded farther into the western part of North Carolina and South Carolina.
- Ice cream distribution facilities in Murfreesboro, TN Abingdon, VA and Duncan, SC (Greenville/Spartanburg market) were completed in early 1993.
- With the expansion of ice cream into the Carolinas and Alabama, additional distribution facilities were located in Claremont (Statesville), NC and Rainsville, AL the latter part of 1994.
- With additional expansion of milk and ice cream in Georgia, additional distribution facilities were completed as follows: Jefferson, Ga In March 1995, Blairsville, GA in May 1995, Carrollton, GA in June 1995, and a facility in Jackson, GA in latter part of September 1995.
- In August 1997, the Jefferson, GA distribution operations were moved to a newly constructed \$18,400,000 milk plant in Braselton, GA, which began production in September 1997. In October 1997, milk distribution was expanded into the Middle Tennessee market and into the South Carolina market in November 1997.
- The construction of a milk crossdock facility in Tri-Cities, TN was completed in September 1997.
- In May 1998, a milk/ice cream crossdock operation was started in Franklin, NC. In September 1998, the Statesville, NC ice cream branch was closed and the North Carolina ice cream branch was relocated to Charlotte, NC.
- In January 2001, a milk crossdock operation was started in Fayetteville, GA. Another milk crossdock operation became functional in Anderson, SC in October 2001.

Note: Dean Foods Company purchased Coburg Dairy (Charleston, SC) in April 1998, Purity Dairies, Inc. (Nashville, TN) in May 1998 and Barber Dairies, Inc. (Birmingham, AL) in August 1998, and U.C. Milk Co. (Madisonville, KY) in September 1998.

In January 1999, Dean Foods Co. purchased Ice Cream Products, and ice cream distribution company based in Columbia, SC. Dean Foods/Coburg/Mayfield personnel, jointly, formed the operations/sales/distribution staff for the “new” Ice Cream Products Co. and the growth of Mayfield ice cream was extended farther into North and South Carolina.