



THIS PAGE: Bill Cramer and Paul Cramer at Star Milling Company in Perris, CA. Photos by 15birds Productions.

OPPOSITE PAGE: Star Milling Perris CA Location Photo provided by Paul Cramer.

2025 FAMILY BUSINESS LEGACY AWARD

STAR MILLING CO.

A Legacy of Family and Business Success. Four generations of the Cramer family have turned a small egg farm into one of the West's most respected feed manufacturers — blending innovation, integrity, and family values.

Long before Star Milling of Perris became an industry fixture in the western United States, the Cramer family's egg business—launched by Olin Cramer—was making feed to ensure that their birds received only the highest quality nutrition. Over the years, the business evolved from producing eggs to manufacturing a wide range of animal feeds with an emphasis on medication-free, high-quality products that serve both businesses and consumers.

From Humble Beginnings to Industry Leadership

Led by successive generations of the family—Richard Cramer, Bill Cramer, and now Paul Cramer—the company's products are industry leaders. If you've browsed a Western feed store, you've seen Star Milling's brands, including *Ace Hi*, *Integrity*, *Kelley's*, *Ultra Balance*, and *Simplicity Organics*.

Less visible, but equally vital, is the company's private-label work: custom formulations produced for major brands, a quiet growth engine built on consistency, quality, and speed that are the hallmarks of Star Milling.

Currently under the leadership of President Paul Cramer—the fourth generation and great-grandson of founder Olin—Star Milling remains proudly family-owned. The company continues its personal commitment to quality and good manufacturing practices that have defined its culture for decades.

In 2014, Star Milling received the *California Small Business of the Year* award—an external recognition of what its loyal customers already knew.



LEFT to RIGHT: Bill Cramer, Richard Cramer, and Paul Cramer of Star Milling Co.

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The character of the company has not changed. It's still family owned, with a personal commitment to quality and good manufacturing practices.”

— Bill Cramer, Chairman and CEO
Star Milling Co.



FAMILY BUSINESS BY THE NUMBERS

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As they cross generations, owners of a family business struggle to keep their family in harmony and their enterprises fruitful. Few family enterprises survive more than one generational transition intact.”

— Forbes

THE ODDS OF SURVIVAL:

- 30% transition to the second generation
- 10–15% to the third
- Only 3–5% reach the fourth

Star Milling proudly belongs to that rare 3–5% — a fourth-generation success story built on innovation, family continuity, and shared values.

INNOVATION OVER THE DECADES

Since officially becoming Star Milling in 1970, the mill has continued to evolve and diversify, including a significant transition from focusing on commercial markets to consumer markets. In 1988, to expand their line, an extruder was put into place for the manufacturing of dog food, cat food, and commercial fish food.

Many other additions to the mill have been made since, including new electrical and computer systems that increased automation and added storage in the form of large grain tanks for corn and warehouse additions for finished sack feed. A fully automated bagging system that uses a robot to palletize all the sacks was installed in 2002. In 2022 Star Milling moved into a new 81,000 sqft building that has increased their warehouse, office and production space for the foreseeable future. Star Milling has continued to innovate and invest heavily in capacity and automation – the animal feed mill has expanded to keep up with increasing demand, including an enlargement of the extrusion system to manage 20% more capacity, and the firm acquired an additional feed facility in Southern California to ensure the infrastructure was in place for even greater growth in the future.

Over the past several years, Star Milling has focused significantly on capacity and automation, continuing to evolve and scale, including an increasing emphasis on private label manufacturing, growing its footprint in the premium pet food market, and working to transition the company's CNC machine shop from a focus on supporting the company's manufacturing operations into a standalone business that will expand its work into robotics, automation and other outside customers.

It takes more than business savvy to thrive for nearly a century. Each generation of the Cramer family has brought new ideas while honoring the company's heritage. Thoughtful succession planning and a shared understanding of when to lead—and when to let go—have kept the business resilient across four generations.