CLOVER STORNETTA FARMS, INC.

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January 17, 2008

Elizabeth ▮▮▮▮
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Oakland, CA 94602

Dear Elizabeth,

Through the years our company has been fortunate to establish a relationship with customers like you. The workings of this relationship are complex and dynamic. Few companies enjoy a consumer base as educated, socially responsible, and engaged with their purchasing decisions as Clover. The feedback, ideas, and challenges you pose help define the direction of our company in ways few understand. This relationship is the guiding light by which we go to market, and the foundation we most fiercely defend.

We recognize our commitment to unparalleled quality, animal welfare, and sustainability has earned us your trust and loyalty. Sustainability as it relates to the organic half-gallon pour spout and fitment is where we have heard your sincere concerns. It was our contention that providing a leak proof, re-sealable closure would benefit consumers. The fact that every element of the new carton was either recyclable, compostable or both, mitigated some of our environmental concerns.

Thankfully, through tremendous feedback we now understand the daunting sorting challenges that some waste haulers require of separating cap and spout from carton in order to compost or recycle. Additionally, you have reminded us that, when it come to packaging, less can be better.

We have made the decision to eliminate the plastic spout and fitment on all organic half-gallon products and return to the traditional paper board spout. We have ordered the cap-free packaging, and should have the traditional containers back in stores around the end of January.

Whether you continue to support Clover organic products after this transition is clearly your choice. Regardless of your choice, I want to offer my heartfelt thanks on behalf of our company for the time you spent communicating your thoughts and concerns.

Sincerely,

Marcus Benedetti
President, Clover Stornetta Farms

91 Lakeville Street • Petaluma, California 94952

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