



CORNUCOPIA  
I N S T I T U T E

February 22, 2010

Brenda C. Barnes  
Chief Executive Officer  
3500 Lacey Road  
Downers Grove, IL 60515

Vivian Schiller  
President and CEO  
National Public Radio  
635 Massachusetts Avenue, NW  
Washington, DC 20001

Dear Ms. Barnes and Ms. Schiller,

The Cornucopia Institute is an organic industry watchdog with an interest in protecting organic family farmers and consumers who embrace and support organic farming and food production.

After conducting a comprehensive study on the marketing claims Sara Lee is making regarding Eco-Grain™ in some of its *EarthGrains*® products, including on NPR, we have come to the conclusion that this marketing campaign is an unethical and misleading attempt to take advantage of consumers who are concerned with the health of our planet and the health of their families. Our study can be found on the Cornucopia website: [www.cornucopia.org](http://www.cornucopia.org)

Decisions regarding this product and marketing campaign likely have been made by your subordinates, and possibly without your knowledge. We would call on you to immediately suspend promotional activities until your organization can complete its own analysis of our findings.

Please feel free to call on us if we can be of any assistance in conducting your internal investigation of this affair.

Sincerely yours,

Mark A. Kastel  
Codirector  
The Cornucopia Institute