

Yes! Please share my signed proxy letter with the major retailer CEO's.

To: John Mackey, Whole Foods Markets
Jeff Bezos, Amazon
W. Craig Jelinek, Costco
Brian Cornell, Target
Robert L. Edwards, Safeway
Doug McMillon, Wal-Mart
Rodney McMullen, Kroger

As stakeholders in the organic community, we helped build an alternative model for farming and food production for a reason: our environment and the health of our families and communities were placed at risk by corporate greed and toxic agriculture.

It is imperative that we protect a true marketplace alternative so we can access good food while those hardworking individuals and families who are honored with the task of producing real organic food can make a decent and honest living.

Since your companies are on the front lines, and in a position to either protect or degrade the working definition of "organic" in our food system, we call upon you to make some changes to your food product sourcing and signage:

- 1. Immediately implement programs in your stores to clearly display signage identifying organic and conventional food produced with hydroponic, aeroponic, or aquaponic technology** (including "container growing", which is a euphemism for hydroponics). The current organic standards require careful soil stewardship and we know that healthy soil ecosystems produce superior flavor and nutrition.
- 2. Adopt a sourcing policy to only market organic milk and dairy products from brands that procure their raw milk from farmers that treat their cows respectfully** and at a scale where it is conceivable they can meet the spirit and letter of the organic law that requires maximizing grazing and pasture consumption. Cornucopia's organic dairy scorecard clearly identifies the truly trustworthy brands. We ask that you exclusively offer one or more of them to your customers (and choose one for sourcing your private label milk).
- 3. Create a plan to switch suppliers for your private label eggs to ones with the capability of allowing chickens real outdoor access as federal organic law requires.** You might be able to sell eggs cheaper from giant organic "factory farms that are confining their birds," but we don't want to buy them. We are willing to pay a few cents more for truly organic eggs (again, consult the Cornucopia scorecard).

If you want to retain our business, and develop a reputation in the marketplace as a leader in retailing organic food, we ask that you commit to making these changes and implementing them as soon as possible. We will be paying attention to your response.

Name: _____

Stakeholder Group (*farmer, processor, consumer, etc*): _____

Signature: _____

Address: _____

Email: _____

Hydro-E-2017

Yes! Count me in! Please keep me informed about this and other issues supporting the good food movement.
No donation is necessary to share your proxy letter with the retail leaders, but please consider supporting this campaign!

\$30 \$50 \$100 \$250 \$500 \$1000 Other \$ _____

My check is enclosed Visa MasterCard American Express Discover

Card #: _____ Expiration: _____ Phone: _____

Signature: _____ Email: _____

Other than submitting your proxy letter to the retailers, none of your confidential/personal information will be shared.

Please return to: The Cornucopia Institute, P.O. Box 126, Cornucopia, WI 54827

Hydro-E-2017



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