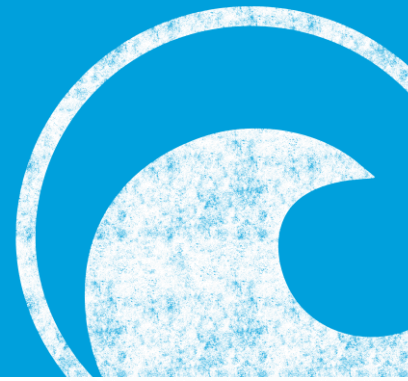


A Better Way to Grow: Embracing Organic Agriculture



Earthbound Farm pioneered organic farming decades ago, creating a whole new product category in the process. And consumers responded because it meant they had a choice in how their food was grown, one they could feel good about making because it embraced environmentally friendly methods over the use of toxic and persistent chemicals and synthetic fertilizers.

Organic farmers work with nature instead of fighting against it. They rely on ecology, soil science and environmentally friendly alternatives to synthetics. Organic farming reduces the risk of serious long-term issues like groundwater pollution, soil erosion, loss of biodiversity and health problems caused by the unintended consequences of the use of potent chemicals in conventional agriculture.

To provide high-quality organic produce to consumers, Earthbound Farm focuses its efforts in three primary areas:

- **Building Healthy Soil:** Creating rich, healthy soil is the cornerstone of organic farming. Besides avoiding toxic and persistent chemicals and synthetic fertilizers, healthy soil can prevent a host of problems by preying upon disease-causing organisms.
- **Controlling Weeds:** Organic farming strives to prevent weeds from growing in the first place by limiting the germination of their seeds. Any weeds that do take root and are then dealt with by tractor or by hand.
- **Controlling Pests:** Organic farmers use fewer and less-toxic pesticides than those used by conventional farmers, as well as rely on a variety of natural methods to keep pests in check.