



ORGANIC MEADOW®



February 26, 2009

FOR IMMEDIATE RELEASE

ORGANIC MEADOW CO-OPERATIVE CELEBRATES 20 YEARS OF ORGANIC FARMING

(Toronto) – Organic Meadow Co-operative is turning 20 and the company is celebrating in communities across Ontario. To fulfill the organization's mission of "decreasing the distance between farmers and customers," Organic Meadow staff and farmers will spend 2009 traveling to community events across Ontario connecting with consumers and paying tribute to the local farms and organic practices that are fundamental to the organization.

"Organic Meadow was born out of urgent need, powerful vision and persistent determination," says Ted Zettel, Chair of Organic Meadow. "When the Organic Meadow Co-operative, originally known as OntarBio Organic Farmers' Co-operative, began 20 years ago, organic farming was in its infancy. The Co-op now represents more than 100 family farms across Ontario. Reaching this milestone is a true testament to the strength of the organization and its success in delivering high-quality, certified organic, local food to consumers."

Organic Meadow is Canada's leading organic dairy brand with more than 60 products now available across Canada at local grocery and health food stores.

From urban centres such as Toronto, Ottawa and London to rural locations such as Erin, Durham and St. Thomas, Organic Meadow's 20th anniversary tour will travel across Ontario once a month (or more!) and stop at various community events ranging from conferences to local fairs.

The next stop for Organic Meadow's year-long celebration is the "Maple in the County" event that takes place in Prince Edward County March 28-29. The weekend kicks off with a performance by Canadian music legend, **Murray McLauchlan** on Friday, March 27. Net proceeds from ticket sales will be donated to the Picton Theatre (theregenttheatre.org). McLauchlan will appear at all of the Organic Meadow anniversary events throughout the year.

Festivities will continue at the Picton Community Centre where Organic Meadow is sponsoring Slow Food Prince Edward County's "French Toast Brunch" on Sunday March 29th. For more information, visit www.slowfoodthecounty.ca.

Organic Meadow has grown dramatically over the past 20 years but the commitment to organic farming remains unchanged. Organic Meadow farms follow legally regulated standards that call for practices such as regular crop rotation and composted manure to keep the soil rich in nutrients. Cows are pastured on meadows that have not been sprayed or treated with synthetic pesticides, herbicides or fertilizers. Their diets are supplemented with organic hay and feed grown from non-GMO seed. The cows are not treated with breeding or growth hormones and must have access to the outdoors every day, weather permitting.

"Organic farming is the natural, respectful way of raising crops and livestock to produce the food we eat," says Ted Zettel. "It's all about treating the earth with the respect it deserves and, as we like to say, creating food with nature's approval."

Organic Meadow's commitment to providing wholesome, healthy, local certified organic food to Canadians ensures consumers enjoy products that are good for them and the environment. Organic Meadow milk is minimally processed, fortified with vitamins and pasteurized by law.

Organic Meadow Inc. is the administration and marketing organization owned by Organic Meadow Co-operative Inc. For more information about the Organic Meadow celebrations across Ontario visit the Organic Meadow website at www.organicmeadow.com

Organic Meadow's 20th Anniversary Tour Schedule

March 27, 28	Maple in the Country, Prince Edward County
April 24 – 26	Green Living Show, Toronto
May 30, 31	Barrie Waterfront Festival, Barrie
June 26 – 28	Oakville Waterfront Festival, Oakville
July 18, 19	Home and County Folk Festival, London
July 25	Biemond Farm Open House, Iroquois
August 22, 23	St. Thomas Iron Horse Festival, St. Thomas
September 4, 5	Durham Fall Fair, Durham
October 10 – 12	Erin Fall Fair, Erin
November 28, 29	Festival of Trees, Peterborough
December 12, 2009	The Stop Green Barn, Toronto

Media Contact:

David Holmes - (416) 628-5605

dholmes@hccink.com

www.holmescreativecommunications.com