

FOR IMMEDIATE RELEASE

IMPORTANT RAW MILK UPDATE



California Department of Food & Ag Recalls OPDC Raw Milk Products

Organic Pastures is dedicated to the health of families across California. It is our first priority and goal to consistently provide the highest quality and safest raw milk products to all of our consumers. Our dedication to safe clean raw milk reaches far beyond required State of California standards.

Organic Pastures was informed earlier this afternoon by the California Department of Public Health and California Department of Food and Agriculture that over the course of an eight-week period earlier this year, five people tested positive for E. Coli O157:H7; these five consumers reported drinking raw milk.

It is a common goal of Organic Pastures and the California Department of Public Health to rapidly investigate any linkage between these cases and raw milk. Each month CDFA tests all Organic Pastures' products for pathogens, in addition Organic Pastures uses a third-party for pathogen testing multiple times per week. All these tests have been negative. It has been reported to us by the California Department of Public Health that as of today all products collected from the ill patients have been negative for E. Coli 0157:H7.

Organic Pastures, in a collaborative effort with the California Department of Public Health and the California Department of Food and Agriculture, is diligently working to quickly resolve this investigation. During this time our raw dairy products will not be available for sale. Our USDA Organic Beef, Truly Raw Cheese, and Organic Pastured Eggs will not be affected by this investigation.

As a family owned company, my wife and I would like to reach out to the families of these affected loved ones. Our heart goes out to them for a speedy recovery.

Organic Pastures' Facebook, Twitter, and website will be updated as more information becomes available.

**PRESS CONFERENCE WILL BE HELD AT ORGANIC PASTURES DAIRY
NOVEMBER 16TH, 2011 AT 12:00 PM**

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Helpful Links:

<http://www.organicpastures.com/>

<http://www.facebook.com/pages/Organic-Pastures-Dairy-RAW-DAIRY-PRODUCTS/171911861180?sk=wall>

<http://twitter.com/#!/OrganicPastures>

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