



# Corporate Social Responsibility

It's a small world. And we like to think we're all connected. At Lifeway Foods, we're not afraid to say that we occasionally think small. In fact, we're proud of it.

By small, we mean local. As in local farmers and suppliers, whom we like to support in a big way. It helps the communities where we do business. But it's also win-win for us, because it allows us to use the freshest ingredients in our Lifeway Kefir products. Lifeway Kefir is all about live and active cultures, so the less time in getting Lifeway Kefir on the shelf means a fresher product for you. Lifeway Foods has recently committed to offering our Organic Kefir at a variety of Chicago farmer's markets in 2009.

The world gets even smaller when it comes to the environment. So we're committed to doing all we can, and doing it right now. Buying local leads to less packaging being used and fewer miles being traveled. And Lifeway Foods puts our money where our products are. Most of our packaging and production materials are either biodegradable or recyclable. We also buy renewable energy credits to offset the electricity used in our production facilities; our credits are equivalent to planting 335 acres of trees. And at our headquarters, even our office furniture is recyclable.

## **Farmer Pledged Milk**

We understand your concerns about hormones. In fact, we share them. Which is why Lifeway uses only milk that comes from grass fed cows that have not been treated with any artificial hormones. No rBGH. No rBST. No rB anything. And no antibiotics, either. This is true of all Lifeway products. You will see our Farmers Pledge on our packaging, certifying everything we've been saying here. And here's what our CEO has to say:

*"We are pleased to now offer milk that is certified 100% artificial hormone-free to our growing customer base that has recently voiced demand for this type of milk. Previously, the milk we offered was hormone and antibiotic free; however, we now have a Farmers Pledge that certifies the milk is artificial hormone-free. We think this added benefit will continue to help us reach a wider group of health-conscious consumers."*

*--Julie Smolyansky, CEO*

## Help Support Maternal Health

In our latest effort to give back to the community, Lifeway has partnered with Christy Turlington Burns and the [Every Mother Counts](#) organization.

For more details on the campaign and how you can win one of hundreds of great prizes, visit our [Facebook](#) page.

## The Campaign

For hundreds of thousands of women each year, pregnancy is a death sentence. Nearly all of these deaths can be prevented. The Every Mother counts campaign is aimed at raising awareness and improving the lives of mothers and children around the world.

## How We Can Help

Together, we can be a part of the solution. Beginning in 2012, Lifeway will donate 5 cents from the sale of specially marked bottles of Low Fat Blueberry Kefir to the Every Mother Counts campaign.

## Do Good. Win Big

Purchase our specially marked Low Fat Blueberry Kefir at your local [grocery store](#) to help support mothers around the world and get a chance to win big in our Lifeway Kefir and Every Mother Counts Sweepstakes. The more bottles you purchase, the greater your chances of winning.