



Ben & Jerry's #DirtyDairy

"The Vermont brand has been built on a bucolic image of cows grazing on endless pastures... Ben & Jerry's ice cream and other Vermont companies have used this idyllic imagery to sell their products. Gone are the days, however, when most of Vermont's cows were grazing in spectacularly scenic landscapes. Now a majority of Vermont's cows are locked up in... 'confined animal feeding operations' or CAFOs... grazing on concrete with a diet rich in GMO corn and pesticides."



-Vermont's GMO Addiction, Regeneration Vermont
The most important thing we can do today is to regenerate public health, the environment and climate stability, by moving away from industrial, GMO and factory-farm food toward an organic, pasture-based, soil regenerative, humane, carbon-sequestering and climate-friendly agricultural system. What's standing in the way of this transformation? Rampant greenwashing. The proliferation of \$90 billion worth of fraudulently labeled or advertised "natural" and "socially responsible" food products in the U.S. confuses even the most well-intentioned of consumers and lures them away from purchasing genuine organic or grass-fed products. No company personifies greenwashing more than Vermont-based Ben & Jerry's.

As the *New York Times* reports, OCA recently sent samples of Ben and Jerry's top-selling ice cream brands to an independent testing lab for analysis. Ten out of 11 samples tested positive for Roundup (glyphosate and AMPA) herbicide contamination. So much for being "natural" and "socially responsible." orgcns.org/2uRxS9i

Stop Stalling, Scooper Man!

Ben & Jerry's CEO Jostein Solheim, aka "Scooper Man," says this on the ice cream maker's website:

"My mantra that I've repeated a hundred times since starting at Ben & Jerry's is: 'Change is a wonderful thing.'"

That's funny. Because there's one really important change that Ben & Jerry's just won't make: transitioning to 100% organic milk. Ben and Jerry's brags about how the company cares about "children and families, the environment and sustainable agriculture on family farms." In fact, Ben & Jerry's is one of the biggest supporters of an industrial dairy system that pollutes Vermont's waterways, perpetuates the abuse of animals, runs farmers out of business, exploits farmworkers, promotes agricultural practices that contribute to global warming, and feeds kids Roundup Ready ice cream. What does Ben & Jerry's really care about? Maximizing profits. That's what company executives said behind closed doors to activists who for two decades have been pressuring the company to go organic. Enough. It's time for Ben & Jerry's to stop scamming consumers and start going organic.

It's time for consumers to #DumpBenandJerrys and go with local or regional organic brands. Try searching Local Harvest and Eat Wild to find local organic ice cream brands. If you don't have a good local source of organic ice cream, these national brands—Alden's (organic), Julie's Organic and Three Twins. They all tested negative for glyphosate. Take Action: orgcns.org/2voBgQ8

Text 'dirtydairy' to 97779 to sign the petition

Organize a Ben & Jerry's protest and media event: orgcns.org/2ujWsox

Call Ben & Jerry's at 802-846-1500 and ask the company to go organic.

Post on Ben & Jerry's Facebook page: fb.com/benandjerrysUS

Not So Fast

General Mills is one step closer to having to either clean up its Nature's Valley granola bars, or drop the words "100% Natural" from the product's packaging. Last year, OCA, along with Moms Across America and Beyond Pesticides, sued General Mills over the "100% Natural" labeling after tests revealed that the popular snack is contaminated with glyphosate. The cereal giant rounded up its lawyers, who promptly filed a "motion to dismiss" the lawsuit. But a DC Superior Court judge said not so fast. In fact, the Court ruled that a reasonable jury could find that General Mills' "Made With 100% Natural Whole Grain Oats" claims were misleading to consumers. The Court also ruled that non-profits have the right to file this type of lawsuit in DC on behalf of consumers. Why go to the trouble and expense of suing General Mills? Because like so many other companies, General Mills knows that consumers think the word "natural" means healthy and pesticide-free, even though it doesn't. And like all the other fake natural brands in the \$90-billion "fake natural" market, it profits from that deception. orgcns.org/2vJfjxR

Mm! Mm! Good!

Last week, Campbell's Soup Co. said it will drop out of the Grocery Manufacturers Association (GMA) by the end of 2017. We're not advocating that you run out and buy a can of Campbell's soup (unless it's the organic variety), but we do think this latest move by Campbell's deserves a thank you. Campbell's was once in hot soup with consumers, for donating to defeat California's GMO labeling initiative, and for being a member of the GMA, the multi-billion lobby group that spent millions to defeat state GMO labeling initiatives, and ultimately killed mandatory GMO labeling for good. The soup giant redeemed itself (prompting us to remove it from our boycott list) when it became the first big food corporation to announce that it would label GMO ingredients in its products.

Campbell's recently slurped up another organic brand—Pacific Foods, a 30-year-old maker of organic broth, soup and other beverages, with more than \$200 million in annual sales. In announcing the company's withdrawal from the GMA, Chief Executive Denise Morrison said is "not financial," but rather "driven by purpose and principles." Hear. Hear. orgcns.org/2vJWJtK
Post a 'thank you' on Campbell's Facebook page: fb.com/campbells

Cuba in November

Join a band of intrepid travelers to learn how Cuban farmers and producers work to feed their island nation. You'll also learn about Cuba's growing cooperative movement, and what it means for the country. The 10-day trip, Nov. 26 - Dec. 5, 2017, will be hosted by Havana's Martin Luther King, Jr. Memorial Center and sponsored by the Center for Global Justice, Vía Orgánica and OCA. It will include visits to organic gardens and cooperatives, both urban and rural, and tours of an ecological zone and community projects. The trip is geared to a wide range of professionals engaged in all aspects of healthy food and local economies. Estimated cost of \$1,700 includes dormitory-style accommodations and all meals at MLK Center, translation, guide, transportation and a full program of activities. Airfare is extra. Application and non-refundable \$100 deposit. Full payment due one month before departure. Limited scholarships are available. orgcns.org/2vJHhwc **More info:** cuba@globaljusticecenter.org

More opportunities: The National Association of Small Producers hosts its 4th International Conference of Agroecology November 19-25. Our friends at the Vermont Caribbean Institute and the Cuba-US Agroecology Network are organizing the U.S. delegation. The conference's predominant language is Spanish and is held outside of Havana in a rustic setting. orgcns.org/2vJWYoE