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Stonyfield Farm Launches Organic Omega-3 Milk with MEG-3® Omega-3

Made with Sustainably Harvested Fish Oil in Partnership with Ocean Nutrition Canada

DARTMOUTH, NS (Ocean Nutrition Canada) – Ocean Nutrition Canada Limited (ONC) is pleased to announce Stonyfield Organic Omega-3 Milk, made using ONC’s MEG-3® brand Omega-3 EPA/DHA ingredients, is now available from Stonyfield, the world’s leading organic yogurt company.

Each 240 ml serving Stonyfield’s Organic Omega-3 Milk provides 50 mg of Omega-3 EPA/DHA – the nutrient that 69% of organic consumers indicated they wanted in their food, according to a recent survey by the Organic Trade Association and Kiwi Magazine. Gary Hirshberg, President and CEO of Stonyfield Farm, says that responding to the demand for more Omega-3s was a natural fit. “Stonyfield Farm has been a long-time champion of Omega-3 fortified foods, since before we launched our DHA omega-3 baby yogurt in 2005,” says Hirshberg. “Three years later we launched the Stonyfield Greener Cow Project, a study which shows cows fed a diet higher in Omega-3s produced milk with naturally higher levels of omega-3. We recognize the importance of getting the recommended daily dose of Omega-3s for optimal health, and now it’s as easy and delicious as drinking Stonyfield organic milk.”

As advocates of the concept that healthy foods can only come from a healthy planet, the decision for Stonyfield to use MEG-3® as the omega-3 ingredient was an easy one. Stonyfield selected Ocean Nutrition Canada Limited (ONC), the world’s leading supplier of omega-3 ingredients, as its fish oil partner. The Nova Scotia-based company sources Stonyfield’s fish oil supply from wild fish, sardines and anchovies caught off Peru in South America. This region is where the cold Antarctic waters meet the steep continental shelf and is one of the richest marine environments in the world. The fishery is highly regulated and protected by the Peruvian government to ensure that it remains biodiverse and entirely sustainable. Impurities in the fish oil are removed through multiple purification steps resulting in the highest quality oil that meets or exceeds all global regulatory and safety standards.

“We’re thrilled to have our MEG-3® ingredient added to Stonyfield’s organic milk,” says Jon Getzinger, ONC Chief Sales and Marketing Officer. “The American Heart Association (AHA) recommends two servings of fatty fish (Omega-3 EPA/DHA) per week; however many people are still not consuming enough. Stonyfield Farm is creatively encouraging consumers to increase their Omega-3 intake by fortifying their organic milk – a delicious and easy way to get omega-3 fatty acids in your diet.”

Stonyfield's Organic Omega-3 Milk is available in Reduced Fat 2% and Whole Milk varieties and is available for purchase at supermarkets and natural food stores in the United States.

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About Stonyfield Farm

Stonyfield Farm, celebrating its 28th year, is the world's leading organic yogurt company. Its certified organic yogurt, smoothies, milk, cultured soy, frozen yogurt and ice cream are distributed nationally. The company advocates that healthy food can only come from a healthy planet. Its use of organic ingredients helps keep over 180,000 farm acres free of toxic, persistent pesticides and chemical fertilizers known to contaminate soil, drinking water and food. To help reduce climate change, Stonyfield offsets all of the CO2 emissions generated from its facility energy use. The company also started a nonprofit called Climate Counts (climatecounts.org) which shows people how they can help fight climate change by the way they shop and invest. Stonyfield also donates 10% of its profits to efforts that help protect and restore the Earth. For more information about Stonyfield Farm, its products and initiatives, visit www.stonyfield.com or follow Stonyfield on Twitter @Stonyfield, and on Facebook www.facebook.com/StonyfieldFarm.

About ONC:

Ocean Nutrition Canada (ONC) is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated. Clearwater Fine Foods Incorporated is a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood's Limited Partnership, the world's largest integrated shellfish harvester and processor.

ONC is the world's largest supplier of Omega-3 EPA and DHA ingredients from fish oil, marketed into the dietary supplement and food manufacturing markets. To date MEG-3[®] ingredients have been included in over 100 billion servings of food and supplement products worldwide. For more information about ONC visit www.ocean-nutrition.com, and for information on the health benefits of MEG-3[®] ingredients please visit www.meg-3.com.

About Omega-3:

Omega-3 is a family of essential fatty acids, including EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid), and ALA (alpha-linolenic acid). Oily fish (such as sardines, anchovies, mackerel, and salmon) are the major known natural sources of Omega-3 EPA/DHA. ALA is found in plants, such as flax and chia. It is important to note that the majority of health benefits associated with Omega-3 have been attributed to EPA and DHA, not plant-based ALA. While the body can convert ALA into EPA/DHA, it does so very inefficiently (less than one percent), leading many nutrition experts to recommend that consumers increase their EPA and DHA levels by consuming EPA and DHA directly (rather than from plant-sourced ALA). Although Omega-3 EPA/DHA is important to overall good health, the human body is not able to produce sufficient quantities on its own, so supplementation is required, either by eating oily fish or foods fortified with Omega-3 EPA/DHA, or by taking fish oil supplements.