



Savour Pure Winners!

News Release

March 31, 2008

Natural Pastures Cheeses are World Championship Gold and Silver Medallists!

COURTENAY, B.C. – Natural Pastures Cheese Comox Brie recently earned the pinnacle World Championship Gold Medal, in the 27th biennial Contest (WCC) that is a technical evaluation of cheese by an international panel of 22 judges, experts in cheese evaluation. As the first World Championship cheese ever produced from Vancouver Island and first WCC gold medal Brie ever from western Canada, Natural Pastures Cheese Company's reputation as a premier Canadian cheese producer is strengthened.

A testament to the world class taste qualities of all Natural Pastures cheeses, the Garlic and Chive Verdelait is the 2008 World Championship Silver medallist; another highly contested, prestigious achievement for this specialty artisan cheese company based on Vancouver Island.

Scoring 98.95, Comox Brie edged out Damafros double crème from Quebec in the WCC's rigorous, expert assessments. Natural Pastures Garlic and Chive Verdelait's Silver medal score of 99.15 was a mere .05 point away from the gold medal score of Friesland's cumin edam from The Netherlands.

Since 2001 Natural Pastures Cheeses have earned national and international awards and medals now totaling over forty. These 2008 WCC awards continue their world-class status, and prestigious recognition of the delicious taste you'll experience when savouring Natural Pastures Cheeses.

Teamwork by professional and hard-working employees and partners, combined with superior quality ingredients produce these world-class artisan cheeses. Paul Sutter, Natural Pastures Swiss Master Cheesemaker, leads his team of dedicated cheesemakers who capture the essence of the unique flavours of the privileged environment of Comox Valley with fine artisan hand-made cheeses.

Leslie Shann, Natural Pastures Administrative and Distribution Manager, with her hard-working, detail-attentive team, ensures each piece of cheese is optimally matured, packaged with care and shipped to each distributor. Leslie's team also ensures that each customized gift box is carefully packed and shipped.

Rick Adams, Sales Manager, provides product knowledge and sales support to the selected distributors who supply the grocery, deli and specialty food retail stores, and restaurants and hotels in the foodservice sector, throughout B.C. and across Canada. Integral to this, Rick manages the Natural Pastures Cheese program of in-store tasting demos and seasonal Farmers Markets participation.

Page 1 of 3



Savour Pure Winners!

News Release

March 31, 2008

Teamwork triumphing over adversity is a theme throughout Natural Pastures Cheese Company's journey in producing world-class, medal-winning delicious cheeses. President and CEO Edgar Smith and his two brothers Phillip and Doug Smith are third generation dairy farmers on their family farm in the Comox Valley. This small, specialty cheese producer was born out of adversity when a local dairy cooperative was taken over by an out-of-province corporation. Looking for a good distribution for their superb milk, the Smith family turned to cheesemaking in 2001 and they continue their sustainable, world-class standards.

Outstanding flavours are enticing appeals of Natural Pastures cheeses and as Edgar Smith explains, also compelling is "Since the beginning we prided ourselves in being different from other types of cheese. We produce our milk on farms in the Comox Valley that use grass to feed their cows. They don't use herbicides or pesticides on their farms. They don't use GMO's and most of the farms meet the certifications of the Heritage Farm Association."

"These specialty artisan cheeses are known for having a unique, delicious taste or "terroir", developed from the fresh, pure milk which the pristine soils, waters and pastures produce here in the Comox Valley" comments Smith, "We only use fresh milk produced on our selected Heritage Dairy Farms, which practice sustainable farming and animal stewardship. The designation means that the farmers must be good stewards of the land. The animals are stress free and live in healthy environments. Because the cows eat the local grass and herbs, generously watered by salt-soaked rain, the milk used to make the cheese has its own "terroir" or distinct flavour. The term is familiar to wine-makers, where different regions have their distinct terroirs."

These selected Heritage Dairy Farms (HDF) are committed to environmental sustainability, and the natural wildlife habitat has been enhanced. Their enhanced stream habitats raise thousands of wild Coho Salmon each year. Their pure, fresh milk complements Natural Pastures artisanal cheese-making traditions managed by their Swiss Master Cheesemaker. Smith notes that "Natural Pastures Cheese Company's world-class cheeses are due in part to the dedication of Master Cheesemaker Paul Sutter, originally from Switzerland where he received traditional Swiss training and professional accreditation and also due in part to the consistent and hard work of all the employees of Natural Pastures at our federally inspected production facility in the city of Courtenay."

Comox Brie, the new World Champion Gold medallist, begins with fresh, pure milk from the Comox Valley's HDF Birkdale Farms herd of Ayrshire. Raised by Guy Sim, a Canada Master Breeder, Sim's Ayrshire herd has premier genetic status and is grass-fed on his third generation family farm, with each animal receiving individual care daily.

WCC Silver medallist Garlic and Chive Verdelaït begins with superb, fresh milk from another Comox Valley HDF, from Roy Creek Farms herd attentively raised by Hank Beks on his second generation family farm.

Page 2 of 3



Savour Pure Winners!

News Release

March 31, 2008

Natural Pastures produces a range of unique, award-winning cheeses including Amsterdammer, Boerenkaas (translation: farmers cheese), La Scala, Comox Camembert (WCC 4th place award winner), several flavoured varieties of Verdelait including Wasabi Verdelait made with organic wasabi grown in wild forests on their farms, Pacific Pepper Verdelait (2007 Royal Winter Agricultural Fair 2nd place award winner) and Mozzarella di Bufala (2007 British Empire Cheese Competition award winner) which is a new mozzarella for Canada, as it is the only mozzarella made from the only Canadian herd of water buffalo raised at Fairburn Farms in Duncan. When you taste Natural Pastures cheeses you'll experience the delicious reasons for their numerous prestigious national and international awards.

You can buy Natural Pastures Cheeses at fine grocery and specialty food stores throughout British Columbia and Canada, at the Natural Pastures Cheese Shop located at their cheese factory in the city of Courtenay and at seasonal farmers markets on Vancouver Island.

Find out more information at www.naturalpastures.com.

The World Championship Cheese Contest

The World Championship Cheese Contest is an objective, expert evaluation by judges selected from nations around the world. Since its inception in 1957, the World Championship Cheese Contest has grown rapidly and is now the largest international cheese and butter competition in the world. The World Championship Cheese Contest is a technical evaluation of cheese by class. The international panel of 22 judges, experts in cheese evaluation, examines entries and deducts points for defects.

Gold medal, Silver medal and Bronze medal winners are decided based on the highest average scores in each class.

The global community of dairy manufacturers compete for medals in this, the world's largest cheese competition. This and more information is available at www.wischeesemakersassn.org/wccc/2008/.

Curious to hear an audio cast interview of Edgar Smith, President? Link to the Pursuit of Pleasure episode from www.naturalpastures.com, where you can view platters of enticing information about Natural Pastures Cheeses and find out where you can buy these delicious award-winning cheeses.

For further information:

Edgar Smith, President

Direct Telephone: 250-339-2913 Direct Fax: 250 339-4057

Email: cheese@naturalpastures.com, www.naturalpastures.com

Natural Pastures Cheese Company, 635 McPhee Avenue, Courtenay, BC, Canada V9N 2Z7

Page 3 of 3