



*Savour Pure Winners!*

**FOR IMMEDIATE RELEASE**

**November 12, 2005**

### ***Natural Pastures wins at Royal Agricultural Winter Fair!***

COURTENAY, B.C. – Natural Pastures Cheese Company from the Comox Valley has won ten more prestigious awards at the 2005 Royal Agricultural Winter Fair in Toronto. Natural Pastures Cracked Pepper Verdelait placed first in its open category and is the Reserve Champion of the entire 2005 variety cheese competition.

Comox Camembert and Comox Brie are the 2005 winners of second and third respectively in the soft cheese category of Canada's largest and well-known Agricultural Fair. Also winning awards in the top of their categories are Cumin Verdelait (2<sup>nd</sup>), Pacific Pepper (3<sup>rd</sup>) made with local Paper Lantern habanero peppers and La Scala (5<sup>th</sup>). Natural Pastures cheeses are winners of five of all eight awards in the open category; 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 6<sup>th</sup> and 8<sup>th</sup>. What a delicious sweep!

These recent Royal Fair awards continue Natural Pastures Cheese's winning tradition, adding to previous awards for a total of 26 national and international awards 2002-2005. Many of Natural Pastures' delicious cheeses are gold medal winners of the prestigious biannual Canadian Grand Prix Cheese competitions (2002 and 2004) and Comox Camembert is the 4<sup>th</sup> place winner of the 2004 World Cheese Championship. You're invited to savour pure winners!

One taste of these delicious cheeses affirms their coveted award-winning status, all hand made under the guidance of Swiss Master Cheesemaker Paul Sutter at their federally inspected (CFIA) facility. President Edgar Smith explains, "Good cheese making starts with good milk and we only use milk fresh from our third-generation Certified Heritage Farm, Beaver Meadow Farms. Our milk is fresh, pure, pasture perfect; the best in Canada."

"Natural Pastures Cheeses are becoming known for having a unique, delicious taste or "terroir", developed from the fresh, pasture-produced milk which our pristine soils, waters and pastures produce here in the Comox Valley" comments Smith, "which complements our artisanal cheese-making traditions managed by our Swiss Master Cheesemaker." . Smith notes that "Natural Pastures Cheese Company's winning cheeses are due in part to the dedication of Master Cheesemaker Paul Sutter, originally from Switzerland where he received traditional Swiss training

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and professional accreditation and also due in part to the consistent and hard work of all the employees of Natural Pastures' at our production facility in the city of Courtenay."

The Certified Heritage Farm designation is earned through their strict adherence to the highest standards of land and animal stewardship. Their pristine pastures and streams flourish with salmon and wildlife, and the 500 dairy cows graze freely on a salad bar of grasses, wildflowers and herbs. The designation certifies that no chemical pesticides, antibiotics, growth hormones, GMO's or animal-based feed products are used on the farm. Mild seaside climatic conditions and "terroir" due to the farm's location contribute the rare, ambrosial taste experiences for those savouring Natural Pastures cheeses. The pure, rich milk produced in this privileged environment is what makes Natural Pastures cheese taste so luscious!

The careful land stewardship practiced on their farm has won them several environmental awards and their farm is a TLC Conservation Partner. The Land Conservancy (TLC) is a non-profit, charitable Land Trust, working throughout British Columbia. Its purpose is to protect important habitat for plants, animals and natural communities, as well as properties with historical, cultural, scientific, agricultural or recreational value.

When you taste Natural Pastures cheeses you'll experience the delicious reasons for their twenty-six prestigious national and international awards (2002-2005).

You can buy Natural Pastures Cheese at fine grocery stores and specialty food stores, and at seasonal Farmers Markets on Vancouver Island. For a full selection, visit their Cheese Shop in Courtenay open Monday to Friday, 1 – 4PM. For details on where you can buy Natural Pastures Cheese, visit [www.naturalpastures.com](http://www.naturalpastures.com) or contact us directly.

Find out more from [www.naturalpastures.com](http://www.naturalpastures.com)

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