



Savour Pure Winners!

News Release

October 6, 2009

Natural Pastures Cheeses are Champions Again!

COURTENAY, B.C. Natural Pastures Cheeses are new Champions of the Pacific National Exhibition (PNE) cheese competition, confirming the delicious premier qualities of their world-class artisan cheeses. Earning top awards in each category entered, Natural Pastures was also judged "Overall Champion Cheese" by the panel of experts.

Comox Brie ranked the highest in PNE's 2009 competition of soft ripened artisan cheeses, affirming Natural Pastures pinnacle World Championship Gold Medal awarded by the expert panel of 22 international judges of the 27th biennial World Cheese Contest (WCC).

Since 2001 this Comox Valley artisan cheese producer's cheeses have earned prestigious national and international awards and medals now totaling over forty. Natural Pastures newest awards add to three World Championship medals and continue the world-class status and recognition of the delicious tastes you'll experience when savouring all Natural Pastures Cheeses.

"Overall Champion Cheese" is Aged Farmhouse, also the winner of PNE's hard cheese competition, as judged by the panel of experts accustomed to the world's best cheeses. Mozzarella di Bufala Fairburn (2007 British Empire Cheese Competition award winner) is the silver award winner of PNE's fresh cheese competition. This winner is a new mozzarella for Canadians, as it is fresh authentic mozzarella made from milk of the rare Canadian herd of water buffalo raised at Fairburn Farms in Duncan.

Outstanding flavours entice savouring each of Natural Pastures cheeses and Edgar Smith, President, explains that "Since the beginning we prided ourselves in being different from other types of cheese. Our milk is produced on Heritage Dairy Farms (HDF) in the Comox Valley that use grass pastures to feed their cows." Their World Championship medals and National Championship awards are testaments to all Natural Pastures cheeses, reaffirming the superior taste experiences as contested in rigorous, expert assessments with other internationally renowned cheeses.

Natural Pastures cheeses begin with fresh, pure milk from select Comox Valley HDFs which includes Birkdale Farms prized herd of Ayrshire. Raised by Guy Sim, a Canada Master Breeder, Sim's Ayrshire herd has premier world-recognized genetic status and is grass-fed on his third generation family farm, with each animal receiving individual care daily. Superb, fresh milk from another HDF, is from Roy Creek Farms herd attentively raised by Hank Beks on his second generation family farm.

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Natural Pastures produces a range of unique, award-winning cheeses including Amsterdammer (British Empire 1st place award winner), Boerenkaas (Canadian Grand Prix 1st place award winner), Comox Brie (current World Champion Gold medallist, Comox Camembert (World's 4th place award winner), several flavoured varieties of Verdelait including Garlic and Chive Verdelait (current World Championship Silver medalist), Wasabi Verdelait made with organic wasabi grown in wild forests on their farms, Pacific Pepper Verdelait (made with locally grown paper lantern habanero peppers and Royal Winter Agricultural Fair 2nd place award winner). When you taste Natural Pastures cheeses you'll experience the delicious reasons for their numerous prestigious national and international awards (over forty).

"Natural Pastures 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 Pacific Ocean-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."

Teamwork triumphing over adversity is a theme throughout Natural Pastures Cheese Company's journey in producing world-class, medal-winning, delicious cheeses. Smith and his brothers Phillip and Doug Smith operate their third generation family farm in the Comox Valley as well as their Natural Pastures artisan cheese production in the city of Courtenay. This small, specialty cheese producer was born out of adversity, as the Smith family turned to cheesemaking in 2001 to find a home for their exceptional quality milk produced in the Comox Valley.

Their 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 which are managed by Doug Smith and Paul Sutter, head cheesemaker, leading their dedicated team to capture the essence of the unique flavours of the privileged environment of Comox Valley with the fine artisan hand-made cheeses. Edgar Smith notes that "Natural Pastures Cheese Company's world-class cheeses are due in part to the traditional Swiss training and professional accreditation of our cheesemaker, originally from Switzerland, and to the consistent and hard work of all the employees of Natural Pastures at our federally inspected production facility in the city of Courtenay."

You can buy Natural Pastures Cheeses at fine grocery and specialty food stores throughout British Columbia, at the Natural Pastures Cheese Shop located at their cheese factory in the city of Courtenay and

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at select farmers markets on Vancouver Island. Ask your favourite food store for the Natural Pastures Cheese you want. Aged Farmhouse, due to limited quantities produced, is available only at select farmers markets on Vancouver Island and at Natural Pastures Cheese Shop in Courtenay. Mozzarella di Bufala Fairburn is served in many fine restaurants and you can also buy this authentic, fresh mozzarella in fine grocery and specialty food stores.

Find out more information at www.naturalpastures.com.

Curious to hear an audio cast interview of Edgar Smith? Visit www.naturalpastures.com, where you can link to the podcast, be enticed by platters of info on Natural Pastures Cheeses and to find out where you can savour and buy these delicious, award-winning cheeses.

For further information, contact:

Doug Smith, Managing Director

Telephone: 250-334-4422

Fax: 250 334-2922

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

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

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