

Tell Ben & Jerry's: Stop Defrauding Consumers—It's Time to Go Organic!



The myth of Vermont's happy cows and bucolic farms has been busted. The fact is, Vermont's dairy industry is poisoning the environment, causing unnecessary pain and suffering for dairy cows, and bankrupting Vermont's dairy farmers.

It's great that Ben & Jerry's ice cream doesn't use GMO ingredients. But who are you kidding? Vermont fields are awash in dangerous chemicals used to grow acres and acres of GMO animal feed. I suspect that cows fed GMO feed pass those chemicals along in their milk, in one form or another—and that means those chemicals are likely in the ice cream you sell.

The fact is, you've been greenwashing the Ben & Jerry's brand for years. It's time to recognize that your support of Vermont's #dirtydairy industry is just plain wrong.

While Ben & Jerry's doesn't market its ice cream as "natural," the company creates the perception that the brand belongs in that category by stating that all the ingredients are GMO-free—even though the cows that produce the milk are fed GMO feed. This marketing tactic contributes to the fact that sales of "natural" products (\$49B/yr) exceed sales of certified organic products (\$43.B/yr).

If the iconic Ben & Jerry's brand were to go 100-percent organic, you could lead the nation in transitioning to an agricultural model that improves human, animal and soil health, combats climate change, provides a fair living to farmers and grows the market for organics.

As a consumer, I care about more than just the GMO ingredients in my food. I also care about the ecological destruction caused by the proliferation of GMO monoculture crops. So I won't be buying Ben & Jerry's ice cream until you announce that the company will stop supporting Monsanto and the makers of atrazine and other chemicals. Thank you.

FIRST NAME	LAST NAME	ADDRESS	EMAIL	PHONE