

**Statement:**

At Clover Sonoma, what sets us apart from other dairy producers is our innovative approach to the dairy business. We were the first dairy to say no to the synthetic growth hormone rBST, and made an early entrance into organics to help propel the movement. We were also the first dairy processor to elevate milk from a commodity to a specialty food by establishing our Clover Promise of Excellence standards – some of the most rigorous standards in the dairy industry that each of our dairies agree to meet. As part of this standard of excellence, Clover cows are raised on small, local family-owned farms that follow sustainable agriculture practices and tend small herds on spacious ranches, where the cows are well-treated and healthy. The welfare of our cows has always been important to Clover. In 2000, we became the first dairy in the U.S. to be certified by the American Humane Association and we only work with dairy farms that agree to this standard.

We believe what we put into our milk is as important as what we leave out. So, we say no to the bad stuff because we believe in milk as it should be: clean, pure and packed with the vitamins, minerals and proteins for a healthy family. This is how we have done things for three generations and we plan to continue doing it this way for generations to come.

**1 How does Clover determine what date to use on its pasteurized whole milk gallons? Is it two weeks, three or more?**

We provide 21 days shelf life from the time we “bottle” the milk. We’ve determined our shelf life dating through ongoing shelf life testing.

**2 Do you use a Best by or sell by date?**

The date on the carton is a sell by date. If the milk is kept refrigerated properly, the milk should last 5-7 days after the sell by date.

**3 What dairies does Clover’s milk come from?**

We work with 28 family dairy farms based in Northern California, primarily in Marin, Sonoma and Mendocino Counties - some with whom we've been working for generations.

**4 You mentioned rigorous standards that exceed state standards. Could you give us an example?**

In 1994, Clover established the North Coast Excellence Certification (NCEC) program to elevate milk from a commodity to a specialty food. In 2016, we renewed our commitment to these standards and integrated them through everything we do. We call this our Clover Promise Excellence, which means 1) cows are not treated with the growth hormone rBST; 2) all farms adhere to strict guidelines--Non-GMO Project Verified products follow the high standards of the Non-GMO Project and all organic products follow the USDA Organic standards; 3) all cows are cared for under the American Humane Certified Animal Welfare Standards; 4) milk is tested daily to ensure bacteria counts are three to six times lower than state and federal standards; 5) and all Clover farms strive to make ongoing environmental improvements to their land.

**5 You also mentioned no RBST growth hormone. We would love some more information on that as well.**

In 1994, Clover became the first dairy west of the Mississippi to say no to rBST. Today, none of our cows are treated with growth hormone rBST. Ever. That means healthier milk for you and your family.