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Ben & Jerry's Herds 'Cows' in March on Capitol

Calls Attention to Truth or Clone-sequences of FDA's Approval of Milk and Meat from Cloned Animals

BURLINGTON, Vt.--(BUSINESS WIRE)--After a march through the streets of Washington, D.C. today, a herd of more than 100 cow-costumed marchers rallied on Capitol Hill to raise awareness of issues related to cloning. In the wake of the FDA's December announcement claiming that cloned animals and products from cloned animals are safe to eat, Ben & Jerry's has joined forces with the Consumer Federation of America, the National Farmers Union and other organizations to raise awareness of the issues and urge Americans to make their voices heard during the FDA's comment period, which ends April 2.

"Ben & Jerry's strongly believes that supporting all-natural products produced from suppliers who are stewards of the land and use responsible animal-care practices benefits everyone. Cloning will be yet another tool in the technically-engineered, chemically-intensive, factory-farm approach to food production that we believe is negatively affecting society," said Jerry Greenfield. "We are calling for the FDA to expand its review of cloning and urge all Americans to learn more about the issues and share their concerns with the FDA and their Congress members."

A November 2006 poll by the International Food Information Council found that 58 percent of Americans surveyed would be unlikely to buy meat or dairy products from cloned animals. A December 2006 poll by the Pew Initiative on Food & Biotechnology found that 64 percent of consumers are uncomfortable with animal cloning.

"The economic implications of introducing cloned products into the marketplace could be potentially devastating for family farmers and ranchers when no consumer demand exists for such products. Entering into the world of the unknown is not the direction Farmers Union wants FDA to take producers and consumers," Bart Chilton, Vice President Government Relations and Chief of Staff, National Farmer's Union. "NFU has been a long-time advocate for consumers having the right to know where their food comes from-- not only the country or origin, but certainly whether the food they feed their families comes from a cloned animal."

"Consumers have a right to know how their food is produced and where it comes from. The majority of Americans have said they will not knowingly consume products from cloned animals, and yet the FDA is imposing cloned milk and meat on the public and denying them the right to choose whether or not to purchase such products," said Chris Waldrop, Director of the Food Policy Institute at Consumer Federation of America. "Furthermore, neither the FDA nor animal scientists are qualified to tell us whether and when it is ethically acceptable for humans to alter the essential nature of animals. We need a national discussion, including ethicists and religious leaders, to consider the wisdom of creating cloned and transgenic animals."

In addition to the National Farmer's Union and the Consumer Federation of America, other partners joining Ben & Jerry's include Center for Food Safety, Food and Water Watch, Humane Society of the United States and Union of Concerned Scientists. All Americans are encouraged to learn more about cloning and share their thoughts on cloning with the FDA and Congress members during the public comment period, which ends April 2, 2007. To learn more and find out how to comment, visit www.benjerry.com.

Consumer Federation of America

Consumer Federation of America, founded in 1968, is an organization representing over 320 consumer interest organizations including local state and national consumer advocacy groups, consumer cooperatives and trade unions. The combined membership of CFA's organizations is over 50 million Americans.

National Farmers Union

Established in 1902, NFU is a general farm organization representing 250,000 family farmers, ranchers and fishermen nationwide. NFU continues its original mission to protect and enhance the economic well-being and quality of life for family farmers and ranchers and their rural communities through the organization's advocacy, education and cooperation efforts. NFU believes that consumers and producers can work together to promote a quality domestic supply of safe food.

Ben & Jerry's

Ben & Jerry's produces a wide variety of super-premium ice cream and ice cream novelties, using dairy products from a Vermont dairy cooperative and high-quality ingredients. The company is committed to using milk and cream from cows that have not been treated with the synthetic hormone rBGH, and states its position on rBGH on its labels. Ben and Jerry's products are distributed nationwide and in selected foreign countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry's Scoop Shops, restaurants and other venues.

Ben & Jerry's, a wholly-owned autonomous subsidiary of Unilever, operates its business on a three-part mission statement emphasizing product quality, economic reward and a commitment to the community. Ben & Jerry's contributes a minimum of \$1.1 million annually through corporate philanthropy that is primarily employee led. Additionally, the company makes significant product donations to community groups and nonprofits both in Vermont and across the nation. The purpose of Ben & Jerry's philanthropy is to support the founding values of the company: economic and social justice, environmental restoration and peace through understanding, and to support our Vermont communities. For more on Ben & Jerry's visit www.benjerry.com.

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