



THE KING ARTHUR FLOUR COMPANY, INC.

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March 22, 2016

Dear Valued Customer:

As you may be aware, there is a new Vermont GE Labeling Law (Act 120 and an accompanying rule, Consumer Protection Rule 121) that requires food produced entirely or in part from genetic engineering (GE) be labeled as such. Unless it is preempted by federal law or delayed by court action, the law will go into effect on July 1, 2016. It applies only to food offered for retail sale at a physical store in Vermont.

We believe in transparency at King Arthur Flour. Our customers can be assured that our products will be fully compliant by the July 1st effective date and labeled in accordance with the Vermont GE Labeling Law. We will also maintain the records that are required to demonstrate our compliance with the law.

Please be advised that the “sworn statement” exemption in the Vermont GE Labeling Law allows us, as a manufacturer with responsibility for complying with the labeling requirements, to obtain an affidavit or “sworn statement” from our ingredient suppliers to attest that the raw agricultural product or processed food we obtain from them for use in our products was not made, grown, processed, raised or derived from food or seed that was knowingly or intentionally produced with genetic engineering, and furthermore has been segregated from and has not been knowingly or intentionally commingled with food that may have been produced with genetic engineering at any time. King Arthur Flour will not be providing sworn statements to our customers but, rather, we will be labeling our products in accordance with Vermont GE Labeling Law.

In summary, King Arthur Flour is responsible for the products manufactured and labeled under our brand and we will be fully compliant by the July 1st effective date. Please feel free to contact us if you have any questions regarding this matter.

Thank you,

Robin Beane
Director of Quality Assurance and Safety