



April 28, 2016

To Our Partners:

We want to take this opportunity to inform you of upcoming changes to food labels for products made by Snyder's-Lance, Inc. The changes support our desire to provide transparency in the labeling of our products and will satisfy the state labeling requirements in Vermont. This state recently passed a mandatory genetically engineered (GE) ingredient labeling law that requires most human food products that contain, or may contain, GE ingredients to include on-pack labeling as of July 1, 2016. GE ingredients are also commonly known as genetically modified organisms, or GMOs. Changes you will notice are outlined here:

- For products we make that do not contain GE ingredients, no change in labeling will occur. For products that we make that are genetically engineered the VT law requires one of the following three required labeling statements:

***"Produced with genetic engineering"***

***"Partially produced with genetic engineering"***

***"May be produced with genetic engineering"***

We may also sticker products as we work toward meeting the July 1 implementation date.

We take pride in our ability to make a variety of wholesome products for consumers to enjoy. We are committed to being transparent so that everyone can understand what goes into the products they buy from us. For those consumers that prefer non-GE products, we offer a number of options under a variety of names including Cape Cod®, Kettle®, Late July®, Snack Factory®, Diamond®, Emerald® and Eat Smart®. We will also continue to meet additional consumer demands by offering innovative and better for your snacks, some of which may contain GE ingredients.

As always, we appreciate your partnership and look forward to supplying you with products that meet and exceed your needs and those of our consumers.

A handwritten signature in black ink, appearing to read 'David Whitman', with a long, sweeping underline.

David Whitman

VP Food Safety & Quality

Snyder's Lance Inc.