



Nurture, Inc. d/b/a Happy Family Organics
40 Fulton St., 19th Floor
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To: Our Valued Customers

Subject: Recent reporting on baby food

On behalf of the team at Happy Family Organics, we want to address recent reporting on mineral and metal levels in baby food and would like to share with you our position.

First and foremost, we can say with the utmost confidence that all Happy Family Organics products are safe for babies and toddlers to enjoy, and we are proud to have best-in-class testing protocols in our industry.

As a brand that prides itself on a data-driven approach to quality, safety, and nutrition overall, we are disappointed at the many inaccuracies, select data usage and tone bias in the Congressional report and related media coverage. The report itself provides little of the relevant and necessary context for this complex topic. In addition, many of the results we provided as part of this 2019 report were collected based on a small portion of our portfolio and are not representative generally of our entire range of products at-shelf today.

It is also important to acknowledge that trace amounts of minerals and metals can be found naturally in the environment, including in water and soil. In turn, it is possible that small amounts can be present in wholesome ingredients like leafy greens, grains, fruits, and vegetables. Many everyday foods would contain trace amounts of these elements – whether they are prepared at home or sold as packaged food.

As a company run by parents, we prioritize the health and safety of our little ones, and work with the FDA, experts, and industry on contaminants management through the [Baby Food Council](#). **We only sell products that have been rigorously tested and we do not have products in-market with contaminant ranges outside of the limits set by the FDA.** We are committed to progress and welcome additional guidelines from the FDA. Additionally, we are partnering with industry leaders in the creation of a [Baby Food Standard](#) with the shared goal of reducing the levels of heavy metals to as low as reasonably achievable.

The detection and screening practices to keep baby food safe and healthy have never been as advanced as they are today. We agree that there should be comprehensive attention to how the levels of heavy metals can continue to be diminished in food. **This must continue to be a focus of all who are connected to the supply chain including government and the FDA, growers, scientists and the food industry.**

We thank you for your ongoing support and please know that we always continue to work to improve the quality and purity of our products. Please share any questions or comments with us and we will have our Vice President of Quality & Food Safety promptly respond.

Best Regards,

A handwritten signature in black ink that reads "Bob Zimmerman".

Bob Zimmerman
VP Sales