

## **P R E S S   R E L E A S E**

### **GLENISK UNVEILS ITS VISION FOR AN ORGANIC IRELAND AND SIMULTANEOUSLY LAUNCHES HEALTHY PLANET BRAND ACROSS UK**

**Glenisk seeks 100 new Organic Dairy Farmers**  
**€8.5million invested in environmentally friendly Offaly plant**  
**30 new jobs created**

(Offaly, 12 September 2007) Glenisk, the family operated organic dairy, has unveiled its vision for an organic Ireland with the announcement that it is seeking 100 new organic dairy farmers as suppliers. Glenisk is celebrating a major relaunch involving the introduction of new products, new-look packaging, a new website and new partnerships forged to promote sustainable living and a healthy planet. The company has just completed an €8.5 million development at its plant in Killeigh, Co Offaly, to increase capacity and facilitate production of its new products. The Glenisk workforce has this year risen from 25 to 55.

At the same time, the company, which spearheaded the growth of organic dairy farming in Ireland, has doubled its plant volume by supplying a new line of yogurts and fromage frais products, Stony, Yogurt on a Mission™, which is being distributed across the UK. Owned by Stonyfield UK, part of Stonyfield Europe, which acquired a 37% minority stake in Glenisk in June 2006, Stony, Yogurt on a Mission™ is blazing a trail as the UK's first healthy planet brand.

According to Vincent Cleary, Managing Director of Glenisk, the partnership with Stonyfield Europe reflects a shared philosophy. "As a business and as a family, we stand for an Organic Ireland and Stonyfield is committed to the same values. This partnership allows us to grow our business and to pursue our vision."

Commenting on the announcement, Trevor Sargent T.D., Minister of State at the Department of Agriculture and Food, said, "This investment shows the potential of the organic sector to grow, to develop a range of organic and value-added organic products in response to consumer demand and to contribute to food exports."

Working with small organic farmers on both sides of the border, Glenisk procures 90% of the organic milk produced in Ireland, using more than 5,000 kilo tonnes annually. In 2007, the company will produce more than 5,300 kilo tonnes of yogurt. With strict adherence to fair trade practices, the Clearys pay farmers the highest milk premium in Ireland.

Padraig Fahy, president, Irish Organic Farmers & Growers Association (I.O.F.G.A.), comments: "We share Glenisk's vision of an organic Ireland and we are delighted to see the company grow and expand their range. That Glenisk is now also now producing yogurt for the UK market is especially good news for our organic dairy farmers in Ireland and for the next generation of organic growers. We hope that more farmers will consider conversion to organic as the benefits become more widely recognised, and consumer demand for organic food increases."

With the Cleary Family deeply committed to protecting the environment and reducing carbon emissions, the new Glenisk plant is powered using Airtricity prior to a planned switch to their own wind turbines. Other green initiatives at Glenisk include a strict recycling policy, using waste water efficiencies through reed beds and the conversion of all company vehicles to bio-fuel.

Michael Hussey from Bord Bia's Consumer Foods Division comments: "Glenisk is a great example of a pioneering Irish brand. The company has led the organic food movement in Ireland, demonstrating a real commitment to producing quality food in a sustainable manner. As the first and the largest organic dairy in the country, they have been instrumental in introducing Irish consumers to organic foods."

Further information is available at [www.glenisk.com](http://www.glenisk.com) and at [www.stony.co.uk](http://www.stony.co.uk).

-ends-

For further information, photography, product samples or to arrange an interview, please contact:

EWPR, Tel: 01-455 9372

Emma Walls, Tel: 087-8514 524, Email: [emma.walls@ewpr.ie](mailto:emma.walls@ewpr.ie)

Aoife McCann, Tel: 087-419 8351, Email: [aoife.mccann@ewpr.ie](mailto:aoife.mccann@ewpr.ie)

**Note to Editors:**

Glenisk was established in 1987 by the Cleary family in Killeigh, Co Offaly. Glenisk converted to organic production in 1995 under the leadership of twin brothers Vincent and Brendan Cleary, both of whom combined years of experience gleaned from the European food industry with a recognition of organics' potential in the Irish dairy market. Today, Glenisk continues to operate from Killeigh and is run by six of the Cleary siblings. In 2006, the company sales exceeded €8.5million.

**About Stonyfield Farm (minority partner company)**

Stonyfield Europe was formed in June 2006 and is co-owned by Stonyfield US and Groupe DANONE. At the same time, the company acquired a 37% minority stake in Glenisk. Stonyfield Europe is headed up by Stonyfield Farm Inc. president and CE-Yo Gary Hirshberg. Stonyfield Farm, celebrating its 24<sup>th</sup> year, is the world's leading organic yogurt manufacturer. The company advocates that healthy food can only come from a healthy planet. It was the United States' first dairy processor to pay farmers not to treat cows with the synthetic bovine growth hormone rBGH. Stonyfield donates ten percent of its profits to environmental causes; was America's first manufacturer to offset 100 percent of its CO<sup>2</sup> emissions from its facility's energy use; and recently installed the fifth largest solar array in New England to help power its production plant – all efforts to reduce global warming. Started by two families with seven cows in 1983, it has today grown to become the third largest brand in the US with expected annual revenues in 2007 of \$325 million.

**About I.O.F.G.A. (Irish Organic Farmers & Growers Association):**

IOFGA was established in 1982. It is a membership-based organisation. Its principle aims are to formulate and maintain a set of standards whereby agricultural produce may be classified as organic. It certifies the produce of those who request inspection and meet those standards. IOFGA awards an Irish Organic Farmers and Growers Association Symbol to those producers who qualify. The organisation also provides a network and support system for members and encourages education and research to enable the adoption of improved methods of organic production. IOFGA is also committed to the marketing and promotion of organic food in Ireland. Further information on IOFGA is available at [www.iofga.org](http://www.iofga.org).