



Dear Partner,

## Alpha's Premium Coconut Oil is Discontinued. Here's Why.

Over the last few weeks, we at Alpha Health Products had to make a very difficult decision. Although our Premium Virgin Coconut Oil is one of our best sellers, we have decided to discontinue selling it. Over the last year we have discovered that, while our Premium Coconut Oil is the best quality factory made oil we can find, the working conditions and wages the farmers and ancillary workers make do not meet a standard we feel comfortable supporting. As the market demands lower and lower prices for this valuable resource, people are being paid less and less for valuable work. We can't support keeping people in poverty.

It's a big change for a small company, but a change we deeply believe in. Here at Alpha we source, blend, package, label, and ship all of our products in house. We believe in what we do very strongly and not only do we feel a personal connection to our customers, but to the products themselves. It is with this conviction that we decided to move away from factory pressed coconut oil. It wasn't a decision one person made, but a thoughtful one that included our whole team. Premium accounts for a good portion of our sales so it affects all of us here. But given our commitment to having the best and doing our best, it was the only choice we could make.

The good news is, we get to focus on a product we love, and feel good about selling. Award winning certified fair trade DME coconut oil meets two separate fair trade certification standards. The equipment the coconuts are hand pressed on are owned by the workers, each press an independent business in and of itself. They are guaranteed above market price, and are paid fairly. In fact, everyone, including the retailer is paid fairly. It is the true cost of coconut oil. We don't sell to big box stores, and you will never find our brand at Costco. Not only is it fairly made, it is the best tasting because it is made from fresh coconuts.

We hope you will join us in our passion for our award winning DME coconut oil, and we are here to support you as you phase out Premium. Here's a few ways we're doing that:

- We have a new DME™ fact sheet available, which we will be shipping along with our orders – let us know if you'd like a large amount for bag stuffers. On the fact sheet is an infographic comparing the DME™ process with standard factory made oil, which helps explain the DME™ difference. You can view an online version at [alphahealth.ca/why-dme](http://alphahealth.ca/why-dme).
- Our blog has a lot of fantastic recipes, every one prepared in-house in our Alpha Test Kitchen. Visit [alphahealth.ca](http://alphahealth.ca) to take a look.
- This year we'll be offering webinar training to store staff. If you're interested in signing up, give Nora or Alicia a call at 1-888-511-6634 to learn more.

If you have any questions, please don't hesitate to call us at 1-888-511-6634, or email [sales@alphahealth.ca](mailto:sales@alphahealth.ca).

Thank you!

The Alpha Health Team