



PROP 65 EXPLAINED

To our customers,

You might notice a California-specific Prop 65 Warning on some of your Superfood packages. What is this “warning” all about?

In 1986, California voters approved an initiative known as Proposition 65. Prop 65 requires the State to publish a list of chemicals known to cause cancer or birth defects or other reproductive harm. This list has grown to include approximately 800 chemicals since it was first published in 1987. Prop 65 was designed to notify consumers if the products contain these chemicals so that they can make an informed decision about their purchases, even if the chemicals are only found in very small amounts. For example, the law requires the warning to be included even if the product contains 1/1000th of California’s established “no observable effect level” for causing birth defects or reproductive harm.

We believe that Prop 65 is a poorly-written law that, in many cases, is being abused by plaintiff’s lawyers to profit from frivolous lawsuits. Many natural foods companies have been targeted and have chosen to print a “chemical” warning on healthy foods in order to avoid costly litigation that would threaten the continuing existence of these companies.

Prop 65 is far more stringent than FDA and EU standards. Prop 65 Warnings are required for even tiny levels of these natural substances - often a 100x less than the minimum safe dose established by health authorities. Our products comply with the high standards of USDA Organic, NonGMO, Kosher and Gluten Free certifiers. We regularly test our products for purity, and we personally eat them every day.

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