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FOR IMMEDIATE RELEASE

Demeter USA Appoints Organic Industry Veteran Errol Schweizer to Board of Directors
U.S. Arm of Global Biodynamic® Certification Organization Bolsters Leadership Advisory Team

Corvallis, OR (April 12, 2016) – [Demeter USA](#), the U.S. representative of Demeter International and official certification organization for Biodynamic® products nationwide, today announced that natural and organic food industry visionary, Errol Schweizer, has joined its board of directors. Schweizer previously served as Whole Foods Market’s Executive Global Grocery Coordinator, where he helped bring more than 6,000 new products to the U.S. marketplace, and assisted dozens of brands in becoming household names. In his new role with Demeter, Schweizer will focus on expanding Biodynamic support and awareness amongst retailers, brands, farmers, and consumers about the tremendous benefits of Biodynamic food production for farms, for people, and for our planet. Demeter’s vision is to heal the planet through agriculture.

“The organic industry is already booming, but when we look to the future, Biodynamic will play a pivotal role in the emergence of a truly sustainable food system – which is why I’m so excited to be part of this effort,” said Schweizer. “Biodynamic is both the parent philosophy and a deeper form of organic food production. Many of the key practices of Biodynamic – for example pollinator health, farm biodiversity, animal welfare, and ingredient transparency – embody the public’s expectations for a holistic food system. I am deeply honored to help push the movement forward.”

Schweizer has worked to improve the natural and organic food industry for more than 20 years. His retail programs at Whole Foods Market focused on ethical sourcing and product innovation in the food industry, and helped establish Fair Trade, Organic, and Non-GMO as seismic shifts in consumer preference. Schweizer and his team set new milestones for quality and transparency in pet foods, cleaning products, HPP beverages, hemp foods, grass-fed dairy and eggs, vegan/plant based foods, and much more across more than 80 product categories.

“We are thrilled to welcome Errol to our board, where he will join other industry leaders in agriculture, business, and education,” said Elizabeth Candelario, managing director of Demeter USA. “Errol’s visionary leadership building the Organic and Non-GMO marketplace will inform Demeter’s strategy as we catalyze the growth of Biodynamic agriculture across this country. Errol’s

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expertise in this space is unparalleled, as is his reputation for caring deeply about the food we eat and the planet we call home. His strategy of educating consumers to make purchase decisions that benefit themselves and our planet is perfectly aligned with our educational mission. It's a privilege to welcome Errol to our board.”

Demeter USA is a nonprofit organization and the only certification agency for Biodynamic products in the U.S. The philosophy of Biodynamic is nearly a century old, and represents a comprehensive form of organic farming that heals the planet through regenerative agriculture by treating the farm as a living organism – meaning it is self-contained, self-sustaining, and follows the cycles of nature. The Biodynamic standard does not allow for any added hormones, avoids synthetic pesticides and fertilizers, and prohibits GMOs, so it is often referred to as the ultimate form of organic, resulting in produce and products that are best in quality. For more information, please visit www.demeter-usa.org.

About Demeter USA

Founded in 1985, Demeter USA, a nonprofit, is the United States’ representative of Demeter International, and the only certifier of Biodynamic farms and products in the USA. Demeter’s vision is to heal the planet through agriculture with a comprehensive form of organic farming that treats the farm as a living organism – meaning it is self-contained, self-sustaining, and follows the cycles of nature. The Demeter USA certified Biodynamic program represents a new era for sustainable agriculture, through unwavering standards that ensure conscious, holistic stewardship of the farm, wholesome produce, and certified products that are minimally processed. The Biodynamic standard does not allow for any added hormones, avoids synthetic pesticides and fertilizers, and prohibits GMOs. For more information and to get involved, please visit www.demeter-usa.org.

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