



Contact:

Jennifer Tilliss, Linhart PR

303-951-2566

[jtilliss@linhartpr.com](mailto:jtilliss@linhartpr.com)

## FOR IMMEDIATE RELEASE

### **Ganeden Biotech and National Farmers Organization Announce Partnership**

*Collaboration to provide new production and distribution opportunities  
for probiotic-enhanced milk*

CLEVELAND, OH (Oct. 14, 2009) – Ganeden Biotech Inc., maker of the patented probiotic strain [GanedenBC30®](#), today announced a new partnership agreement with the [National Farmers Organization](#) (NFO), a group marketing and price negotiation organization for the nation's farmers, ranchers and dairymen. Through the partnership, the two organizations plan to work together in creating awareness of the health benefits of probiotics and increase the availability of probiotic-enhanced milk.

The partnership will enable both the NFO and Ganeden Biotech to educate processors on the health benefits of probiotic-enhanced milk and enter into agreements with processors in this new category.

The partnership gives the NFO access to the premier probiotic Ganeden**BC30**, offering processors the opportunity to provide probiotic-enhanced milk products to consumers. Ganeden Biotech will serve as the organization's sole probiotic provider. The partnership will allow NFO dairy producers an opportunity to earn increased revenue through the production and sale of probiotic-enhanced milk, a new market segment in the milk category for NFO members.

By offering Ganeden**BC30** to the dairy producer owners of the NFO, farmers hope to increase their milk demand by producing both regular and probiotic-enhanced milk. The probiotic-enhanced milk, containing Ganeden**BC30**, tastes, smells and is handled exactly like the milk consumers drink everyday. Now consumers will be able to receive all of the benefits of probiotics without adding any new products to their daily eating routine.

"We are thrilled to be able to provide the health benefits of probiotic-enhanced milk to consumers, while also providing another stream of revenue for our nation's family dairy farmers," said Bradley Rach, NFO national dairy director. "The quality of Ganeden Biotech's probiotic strain, Ganeden**BC30**, coupled with the caliber of the company's scientific operations made it the ideal partner for our organization."

Probiotics are "good" bacteria that have been shown to support healthy digestive and immune systems. Unlike many other popular probiotics strains, Ganeden Biotech's patented probiotic strain, Ganeden**BC30**, is easily able to survive harsh manufacturing conditions, including those associated with milk production, making it an ideal probiotic for beverage and food applications.

“Partnering with the National Farmers Organization will allow us to provide more consumers with access to probiotic-enhanced milk products, while simultaneously supporting family farmers,” said Ganeden Biotech CEO Andrew Lefkowitz. “We are proud to partner with the NFO in this endeavor and help support our country’s farms.”

More information about Ganeden Biotech can be found at [www.ganedenlabs.com](http://www.ganedenlabs.com).

More information about National Farmers can be found at [www.nfo.org](http://www.nfo.org).

### **About Ganeden Biotech**

Founded in 1996, Ganeden Biotech Inc. is a private company based in Cleveland, Ohio, and is the largest seller of over-the-counter probiotics in the U.S. through its Digestive Advantage and Sustenex brands. It also licenses its patented probiotic bacteria, Ganeden**BC30**, for use in commercial food and beverage applications as well as in medical foods and dietary supplements. Ganeden**BC30** was found to be Generally Recognized As Safe (GRAS) by an independent expert panel assembled to assess its safety in use as a food ingredient. Digestive Advantage and Sustenex are available at over 40,000 retailers nationwide including Walmart, CVS/pharmacy, Walgreens, Rite-Aid, Stop & Shop, Giant, Publix, Kroger, and Target. For more information, visit [www.digestiveadvantage.com](http://www.digestiveadvantage.com), [www.sustenex.com](http://www.sustenex.com), or [www.ganedenlabs.com](http://www.ganedenlabs.com).

### **About National Farmers Organization**

National Farmers is a group marketing and price negotiation provider for the nation’s farmers and ranchers. The organization offers 14 marketing and risk management programs targeted to both conventional and organic farmers in the dairy, grain and livestock production sectors. National Farmers helps producers earn higher returns while managing market risk—enabling them more time to focus on production and management decisions. The 54-year old organization also provides financial and crop insurance services to its members. 800.247.2110. [www.nfo.org](http://www.nfo.org)

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