



Arsenic Update for Erewhon Cereals

With the recent media reports regarding the presence of arsenic in Rice, we wanted to provide information to our customers regarding the safety of our Erewhon Organic Rice Cereals.

As background, arsenic exists in many forms and is present throughout the environment, though its impact on human health is not clearly understood. Arsenic is a naturally occurring compound that is found in rock and can be spread by water, persisting in soil. It is also manmade, making its way into the environment through pesticides, pollution and preservatives. Arsenic can be classified into organic and inorganic forms – though the toxicity of both forms is not clearly understood.

Because arsenic is naturally found, it is also widely present in our food and water supply. Recent media reports have shown that rice based foods have been found to contain arsenic. Efforts are underway to quantify the amounts in our food sources, and to better understand the risk, if any, of different food sources. At this point, we know that rice as a crop naturally absorbs more arsenic from the soil than some other plants in part due to it being grown in water-flooded surroundings. Arsenic is also found commonly in seafood, fish, eggs, and vegetables and fruit – more work is being done to quantify these levels relative to rice. There are currently no legal limits or guidelines set by the FDA or EPA for arsenic in foods. The FDA is currently performing their own analysis of about 1,200 rice products and is expected to release findings and any changes to their recommendations.

The rice used in our Erewhon rice cereals comes from California. We have tested our Erewhon cereals for arsenic levels. The lab detected arsenic at levels ranging from 70ppb to 176ppb in our Erewhon cereals that contain rice. These levels are consistent with the arsenic levels that are found in all rice products. While the United States has no standard for arsenic in food, both the UKⁱ and Australiaⁱⁱ have general limits of 1,000ppb for arsenic in food.

As a food producer we are eager to learn more. Our certified Organic and non-GMO project verified cereals are grown in a way that minimizes the presence of any pesticides. We have confidence in our ability to continue our 100 plus year tradition of creating safe and wholesome cereals. The issue of arsenic being found in organic materials remains an important issue for the Organic Industry. Our Director of Marketing, Daniel Wiser is on the Organic Trade Association arsenic task force and we look forward to sharing any learning.

We remain committed to the safety of our products.

Regards

Attune Foods

ⁱ http://www.legislation.gov.uk/ukxi/1959/831/pdfs/ukxi_19590831_en.pdf

ⁱⁱ <http://www.comlaw.gov.au/Details/F2011C00542>