



5-14-12

To our valued customers:

Some people have asked for the reasoning behind our recent decision to phase out bulk tofu in 25 lb buckets. Since many of you have been loyal tofu customers for years (or even decades), this is certainly a fair request.

First of all, it is NOT to save money. Our bucket business, although relatively small, has been profitable for us. We are taking a significant financial hit by walking away from it.

The real reason goes back to our core values as a company. We are committed to manufacturing safe, healthful products, at very competitive prices, while offering our employees a safe, stable work environment. It is not easy to do all these things simultaneously, but we work very hard on it.

Tofu is a wonderful food, but more and more we believe that pasteurizing tofu is an important step to insure food safety. If you read the news, you're familiar with the stream of normally healthful foods that have been recalled for food safety concerns: apple cider, cantaloupes, spinach, romaine lettuce, chili peppers, tomatoes, alfalfa sprouts, and most recently, tempeh.

None of these items were SoyBoy products (including the tempeh), but the common thread among all of them was that they were raw and unpasteurized. Somewhere in the chain they became contaminated with harmful bacteria and made people sick. In a few cases the source of the contamination was never determined. And it is disconcerting that these incidents seem to be occurring more often than ever before.

At SoyBoy we are fortunate never to have had a food safety recall -- on tofu buckets or anything else. But the tofu buckets are particularly susceptible because (1) their large size and bulk makes pasteurization practically impossible and (2) the way the tofu is sold at retail could, in theory at least, permit contamination at the point of sale. Our other tofu and tempeh products (water pack tofu in 15oz and 16oz, 4lb vacuum packs, 8oz baked tofus, and 8oz or 2lb tempeh) are all pasteurized in sealed final packaging.

Of course we've been selling unpasteurized tofu in buckets for 35 years, so why change now? The answer is this: at SoyBoy we feel a real responsibility to our customers to make our products as safe as we can make them. We don't know why food safety recalls are happening so often nowadays, but we know that selling only pasteurized SoyBoy tofu and tempeh products will make it much less likely that we'll ever have a food safety concern. And in our modern litigious world, we have a big responsibility to our customers, our employees and their families to avoid situations that might threaten anyone's health or job security.

We are aware that some folks choose unpasteurized foods because they believe them to be nutritionally superior. Since we're not nutritionists, we don't take sides in that debate. We'd simply suggest that raw foods may have health benefits, but those benefits come with risks, too.

Thanks for your continued support,

Norman and Andy

NORTHERN SOY INC.

345 Paul Road • Rochester, NY 14624-4925 • (585) 235-8970 • Fax: (585) 235-3753