



September 21, 2010

Michael F. Jacobson, Ph.D.
Executive Director
Center for Science in the Public Interest
1875 Connecticut Ave. NW #300
Washington, DC 20009

Dear Dr. Jacobson:

Thank you for the opportunity to meet with you today to discuss your letter of August 12, 2010, regarding "All Natural" claims made for Ben & Jerry's ice cream products.

Ben & Jerry's is committed to using the most natural ingredients we can find. We are confident that Ben & Jerry's products are "All Natural" as reasonable consumers would understand that term.

However, we don't want there to be any questions about our "All Natural" claims. Also, we don't believe that "All Natural" claims are the best way to convey Ben & Jerry's current core values, which focus on the use of milk from family farms that do not use rBGH, the use of certified fair trade ingredients, the use of certified cage-free eggs, and the use of suppliers that work for social justice. Therefore, we have decided to remove these claims and focus more strongly on our other core values.

Whether or not Ben & Jerry's uses an "All Natural" claim, we will continue to use the most natural ingredients we can find.

Sincerely,



Jostein Solheim
Chief Executive Officer

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