



July 21st, 2022

Attn: Valued Customers

Earth's Own will be taking a price increase on our Plant Based Milk business effective Sunday Oct. 30th, 2022.

We continue to experience massive cost increases in several ingredients over the last 6 months, a few of our largest increases are below.

- Sunflower Lecithin 203% L6 Months
- Locust Bean Gum 170% L6 Months
- Sunflower Oil 55% L6 Months
- Organic Sugar Cane 35% L6 Months
- Natural Vanilla Flavour 15% L6 Months
- Almond Butter 13% L6 Months

Your Earth's Own representative will reach out with further details and to ensure any forms and information are completed in a timely manner.

Thank you for your understanding in this matter. We appreciate the fact that price increases are never easy and have always been our last option. As a company we will continue to work tirelessly to find operational efficiencies to offset rising costs moving forward.

Sincerely,

John Danyluk

VP Sales