



QAI Presents 'CERTIFIED ORGANIC WORLD' at FARM AID 2003, *Sponsored by Silk Soymilk*

Leading organic certifier enhances concert experience

(SAN DIEGO, CA—September 4th, 2003) Organic farming continues to grow at over 20% a year, and the organic presence at the annual Farm Aid concert is growing with it. Starting with a few industry representatives participating over the years, Farm Aid this year is showcasing “QAI’s Certified Organic World,” a tent dedicated to educating the 20,000 concert attendees about certified organic products and to bring attention and support to family farmers.

Sponsors in QAI’s Certified Organic World tent include QAI certified White Wave’s Silk Soymilk, the concert’s presenting sponsor; Horizon Organic Dairy; J&J Distributing and Smucker Quality Beverages. Other organic sponsors participating in QAI’s tent include, New Farm from the Rodale Institute and Organic Valley Family of Farms. Sponsors will mingle with concertgoers, offer informative literature and provide samples of their delicious certified organic products.

“QAI is proud to stand shoulder to shoulder with our clients and other organic firms to embrace this organic experience,” said Ellen Holton, QAI Director of Marketing. “Bringing together farmers, consumers, industry participants and members of national and international media is an awesome opportunity to grow organic awareness and support one of this country’s most important resources, America’s family farmers,” said Holton.

Carolyn Mugar, Executive Director of Farm Aid said, “Farm Aid is proud to receive financial support from food companies that help consumers gain access to food that is family farm identified, organic, or from local family farms. Family farmers are leading the way in growing fresh, healthy food for America.”

The September 7th lineup promises another outstanding show this year, with Farm Aid Board members Willie Nelson, Neil Young and Crazy Horse, John Mellencamp, and Dave Matthews headlining the bill. Additional artists include Sheryl Crow, Brooks & Dunn, Trick Pony, Vanessa Carlton, and Emmylou Harris.

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About Quality Assurance International: QAI is a global leader in organic certification services. With offices in the U.S., Canada and Japan, and operations in Latin America, QAI verifies organic and other claims for more than 2,700 client locations. Clients include agricultural producers, contract packing operations, primary manufacturers, trader-distributors and retailers, among others. QAI’s certification programs are designed to verify compliance at every link of the product handling chain. This assures the consumer that product integrity is preserved in the marketplace. For further information about QAI, visit the Company’s website at www.qai-inc.com

About Farm Aid: Willie Nelson, Neil Young, and John Mellencamp organized the first Farm Aid concert in 1985 to raise awareness about the loss of family farms and to raise funds to keep farm families on their land. Dave Matthews joined the Farm Aid board of directors in 2001. Farm Aid has raised more than \$24 million to promote a strong and resilient family farm system of agriculture. For further information about Farm Aid and the concert, visit www.farmaid.org