

3 December 2014



People's Food Co-op  
Ms. Vanessa Marr, Vice President  
216 North Fourth Avenue  
Ann Arbor, Michigan 48104-1404

Re: PFC Connection Holiday 2014

Ms Vanessa Marr,

An Eden employee and PFC member shared your Holiday 2014 Connection publication with me yesterday. Many Eden employees are members of the Co-op, including three out of five members of Eden Foods' Board of Directors. We are grateful for the Co-op and respect your long-standing contributions to our community.

I read that the Co-op's 17 September Board of Directors meeting resulted in a vote to include a ballot question regarding enacting a boycott against Eden Foods, and this is why I write.

There has been a great deal of misinformation and demonizing untruth propagated about Eden Foods' action in our objection to parts of the Affordable Care Act that we believe, and have had affirmed, are illegal. Our actions were properly motivated and in the best interests of every man, woman, and child in the U.S.A. I would like to make sure that you, and the other Co-op members, know that every Eden employee has had and continues to have every insurance coverage (and much more) that is mandated by the Affordable Care Act.

Statement 11 July 2014 attached and linked below:

[http://www.edenfoods.com/articles/view.php?articles\\_id=230](http://www.edenfoods.com/articles/view.php?articles_id=230)

In April of 2013 Eden Foods responded to some misunderstandings that we received after our filing of objections to aspects of the Affordable Care Act. Our response includes, "We believe in a woman's right to decide, and have access to, all aspects of their health care and reproductive management. This lawsuit does not block, or intend to block, anyone's access to health care or reproductive management."

A link to that letter is:

[http://www.edenfoods.com/articles/view.php?articles\\_id=219](http://www.edenfoods.com/articles/view.php?articles_id=219)



After nearly half a century of pioneering work in organic food and agriculture Eden Foods remains one of few independent food companies leading our industry in authentic organic food, BPA-Free can linings, and Non-GMO food, simply pure food.

The action taken by Eden on behalf of all Americans has been purposely misconstrued for purposes unrelated to our action. Something more than sensationalism is required to ensure a healthy democratic process, and I would like to make sure that thinking surrounding this election or vote at PFC is based upon fact.

I am completely available if I can be of any service.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Demian Potter".

Demian Potter  
Vice President Sales

P.S. Two of my recent favorites from Mark Twain:

- 1) "If you don't read the newspaper, you're uninformed. If you read the newspaper, you're mis-informed."
- 2) "A lie can travel halfway around the world while the truth is putting on its shoes."