



**ambassador**  
organics™

**News Release**  
For Immediate Release

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## **Ambassador Organics™ to debut at All Things Organic™ Conference and Trade Show**

***Founder Ambassador Carol Moseley Braun to present keynote address***

**CHICAGO, Ill.** (April 13, 2006) – Ambassador Carol Moseley Braun announced today that she will introduce her new Ambassador Organics™ brand at the All Things Organic™ (ATO) Conference and Tradeshow, May 6 to 9, 2006 held at Chicago's McCormick Place. Ambassador Braun will also give the keynote address Tuesday morning. She and company team members will share information about their venture in **booth number 553**.

Ambassador Braun has a long history of appreciation for agriculture and environmental work, reaching back to her childhood summers on her great-grandmother's farm in Alabama. Her appreciation grew into a passion during her tenure as United States Senator and Ambassador to New Zealand and Samoa, during which time she was an advocate for environmental and social responsibility. During a visit to the Michael Fields Institute in East Troy, Wis., she furthered her passion for sustainability by investigating the premises of Biodynamic farming. From her myriad of experiences, the Ambassador became convinced that launching a "premium" line of organic and Biodynamic branded foods would best continue her commitment to the American public by using a holistic, triple-bottom-line business approach: financial profitability, environmental sustainability and social ethics.

Triple bottom line accounting is the expansion of the traditional company reporting framework to take into account financial performance as well as environmental and social performance. The phrase was coined in 1998 by John Elkington in his book, *Cannibals with Forks: the Triple Bottom Line of 21st Century Business*. This progressive business approach is being adopted by companies seeking financial profitability while benefiting their local and global communities and natural resources. Ambassador Organics™ triple-bottom-line approach is a way of conducting business that financially rewards the people who produce premium organic foods while honoring the environment from which the food came. It also respects the connection between the various policy issues that impact the direction our world will take concerning health, food and farm economies.

"We created Ambassador Organics™ because we wanted a business that demonstrated our commitment to a healthier environment and better quality food production," Ambassador Braun said. "Certified organic and Biodynamic agriculture are authentic systems that date back centuries. We believe these systems can help improve environmental quality and reconnect people to their food's source. Through Ambassador Organics™, we are bringing authentic food to the 21st Century."

Through contacts made over years of world travel, Ambassador Braun serves as a vessel for organic and Biodynamic sources from all over the world, though supporting United States farm sources will be a primary emphasis of the brand.

**Ambassador Braun will deliver a keynote address titled "Back to the Future: Democracy and Food Policy," from 8:30 a.m. to 9:30 a.m. on May 9th in room N426. All media are welcome to attend the keynote. To meet one-on-one with Ambassador Braun, please contact Denise Zainea at (303) 652-4009, (720) 771-2219 or dzainea@msn.com.**

*Ambassador Organics™ is an ethical purveyor of the highest-level premium organic food products available throughout the world marketplace. The company is committed to enhancing ecological sustainability, social justice, spiritual vitality and physical well being for the American farm community, global farm neighbors and consumers. Ambassador Organics™ is part of Good Food Organics, Inc.™, an umbrella company that also includes Dynamic Organic™, a certified organic fresh produce wholesaler.*

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