



PLANET ORGANIC

M A R K E T °

What is Planet Organic Market?

POM is a store where you can purchase delicious organic produce, groceries, and all-natural supplements, vitamins and gifts made organically and locally in Canada.

What makes it unique?

Planet Organic operates natural food supermarkets and smaller supplement and body care stores across Canada. Planet Organic provides its customers with the convenience of one-stop shopping by offering a broad product selection in all merchandise categories.

Victoria

Port Coquitlam

Calgary (2)

Edmonton (2)

Port Credit

Halifax

(new store scheduled to open Vaughn Mills early 2008)

What is its vision and mission?

We began selling natural & organic food over 25 years ago, and our mission has always been:

- To contribute to the personal well being of our customers.
- To protect the health of the earth.
- To make eating a robust and joyful event.

GOOD FOOD - GOOD FOR YOU - GOOD FOR THE EARTH

What are its core values?

POM values that the store sells satisfying, healthy food alternatives. The staff is knowledgeable and friendly, and the food not only tastes great, but is good for you, and good for the earth.

How does it plan to grow and why?

Planet Organic's objectives are to consolidate the fragmented natural and organic foods industry in Canada and the U.S. via acquisitions, mergers and new retail operations.

What is the history of Planet Organic Market?

Planet Organic Market has deep roots in the Canadian natural food business. Mark Craft, one of the company's founders, has been involved in alternative retailing since the mid-1970s. In 1978 he started his first natural food store in a small town in the Peace River region of northern Alberta, and he's been in the business ever since.

In 1979, in Edmonton, the High Level Natural Foods Co-op was formed, and soon became one of the most successful sellers of natural foods in Canada.

In 1993, Mark Craft and Diane Shaskin bought High Level Natural Foods. They introduced a whole new look to 'health food stores' when they redesigned the store and renamed it Terra Natural Food Market.

In 2000, Darren Krissie joined Mark and Diane in a plan to bring Terra-style service, quality and ambience to natural food shoppers across Canada. The new company formed to do this was ***Planet Organic Health Corp (TSX: POH)***

Terra became the first Planet Organic Market, when it moved into a new larger location. In 2002, two new Planet Organic Markets were opened, one in Victoria, one in Calgary. Port Coquitlam, in Vancouver, became the fourth Planet Organic Market location in 2003.

In 2004, the Planet Organic family was expanded with the acquisition of Great Ocean Natural Food Market in Halifax, another pioneer store of the Canadian natural food business. That year Planet also acquired Sangster's, a chain of natural health stores across Canada.

In 2007 Planet Organic Health Corporation purchased Mrs. Green's Natural Markets in New England and opened their first store in Mississauga, Ontario.

What is the company's perspective with respect to giving back to the community?

Nationally, Planet Organic Market sponsors three children from Foster Parents Plan at each of their stores across Canada. The company also supports the Slow Food Movement. Local store managers are also active in their communities and support local charities/



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What is the company's perspective in terms of supporting local growers and suppliers?

Planet Organic Market actively supports local producers and farmers.

What is organic agriculture?

Organic agriculture is a holistic system of production designed to optimize the productivity and fitness of diverse communities within the agroecosystem including soil organisms, plants, livestock and people. The main goal of organic agriculture is to develop agriculture practices that are sustainable and harmonious with the environment (Organic Agriculture, National Standard of Canada, page iii). This means organic agriculture:

- Prohibits synthetically compounded fertilizers, pesticides, growth regulators, and livestock feed antibiotics.
- Prohibits use of ionizing radiation in the preservation of food
- Prohibits use of feed additives such as growth hormones
- Prohibits use of genetically engineered or modified organisms
- Encourages maximum use of recycling

Are all organic products completely free of pesticide residues?

Certified organic products have been grown and handled according to strict standards without toxic and persistent chemical inputs. However, organic crops are inadvertently exposed to agricultural chemicals that are now pervasive in rain and ground water due to their overuse the past fifty years in North America, and due to drift via wind and rain.

Do organic farmers ever use pesticides?

Prevention is the organic farmer's primary strategy for disease, weed, and insect control. By building healthy soils, organic farmers find that healthy plants are better able to resist diseases and insects. Organic producers often select species that are well adapted for the climate and therefore resist disease and pests. When pest populations get out of balance, growers will try various options like insect predators, mating disruption, traps, and barriers. If these fail, permission may be granted by the certifier to apply botanical or other non-persistent pest controls under restricted conditions. Botanicals are derived from plants and are broken down quickly by oxygen and sunlight.

Are organic foods healthier?

Organic foods are spared the application of potentially harmful long-lasting insecticides, herbicides, fungicides, and fertilizers. Many EPA-approved pesticides were registered long before extensive research linked these chemicals to cancer and other diseases. Currently, the EPA considers 60% of



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all herbicides, 90% of all fungicides, and 30% of all insecticides as potentially cancer-causing.

There have been hundreds of reports comparing the nutritional value of organic foods to conventional foods, but not all reports favour organic. At Planet Organic Market, we believe that our customers should be informed about the potential impact of long term exposure of pesticides, antibiotics, additives, irradiated food, as well as GMOs.

Do organic foods taste better?

It makes sense that foods grown naturally, ripened naturally by the sun, and not sprayed with preservatives that allow the produce to sit for months in storage would taste better and they do!



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