**Stonyfield Farm’s High Calcium Yogurt is Now Organic and Called ‘YoCalcium’**

_YoCalcium yogurt contains more than twice the calcium of other leading yogurts, plus Vitamin D and inulin to boost calcium absorption_

**Jan. 16, 2008 - PRLog** -- Londonderry, NH - Make no bones about it, the name says it all. Stonyfield Farm has renamed 2-a-Day, its high calcium yogurt, “YoCalcium” to make it an even simpler to keep bone health in mind. And now it’s organic!

Each serving of Stonyfield Farm’s “YoCalcium” contains 50% of the recommended DV (Daily Values) of calcium. That’s more than twice the amount calcium of other leading yogurts.

Finally, an easy way to fill an important need: 9 out of 10 women and teenage girls – as well as many men and teen boys – don’t get enough calcium in their daily diets.1

“Getting enough calcium is a concern for everyone, and we wanted to make the benefits of this yogurt as clear as possible. It’s never been easier to get the nutrition you and your family need and in such a convenient, tasty treat,” says Gary Hirshberg, Stonyfield Farm President and CE-Yo.

And since calcium absorption is a key follow-up to adequate calcium intake, YoCalcium also contains 20% of the recommended DV of Vitamin D, as well as inulin, a natural dietary fiber, which are both proven to help boost calcium absorption.

With 50% DV of calcium, aptly named YoCalcium has a new look, and following Stonyfield Farm’s organic conversion last fall, it bears a USDA certified organic label as well. That means YoCalcium is made without antibiotics, synthetic growth hormones or toxic, persistent pesticides.

Other benefits of fat free YoCalcium:

- It’s weight loss friendly with 120 calories, 0g fat and 3g dietary fiber.
- It includes Stonyfield Farm’s exclusive blend of six live active cultures, for good intestinal and digestive health
- It’s made with organic milk from cows not treated with rBGH, the synthetic growth hormone
- A good source of protein, YoCalcium has no artificial flavors, colors or sweeteners -- no aspartame or sucralose, ever!

YoCalcium promises a rich, satisfying treat. Flavors include new Wild Berry and Strawberry Raspberry, and the ever-popular Apricot Mango.

YoCalcium is available nationwide in natural food stores and select grocery stores. Suggested retail price is $0.89 per 6 ounce cup.

1. What We Eat in America, NHANES 2001-2002: Usual Nutrient Intakes from Food compared to Dietary Reference Intakes

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About Stonyfield Farm
Stonyfield Farm, celebrating its 25th year, is the world’s leading organic yogurt maker and produces
organic yogurt, smoothies, cultured soy, frozen yogurt, ice cream, and milk. The company advocates that healthy food can only come from a healthy planet. It was the nation’s first dairy processor to pay farmers not to treat cows with the synthetic bovine growth hormone rBST. For more information about Stonyfield Farm, its products and initiatives visit www.stonyfield.com.

Website: www.stonyfield.com

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