

HOW MY STORY AFFECTS YOU

I've related my story throughout our 17+ years of business. The short version is that when I was faced with two serious health issues, I was able to overcome them using the tools in my pantry – natural, whole-foods (of course)! Natural healing through food.

It was this experience that led me to my personal motto, **"You are what your food eats!"** I believe in that motto so much, that I trademarked the phrase! This statement is the very foundation of everything our company Simple Again stands for. If the things that you eat aren't themselves eating well, doesn't that transfer on to you?

When I began sourcing our signature whey protein blend, I decided that the ingredients needed to be from clean, pure sources and I needed to know everything about these sources. Since amino acids are the building blocks of every cell in our bodies and amino acids come from protein, I was committed to it being as clean as possible! The cleaner the ingredients, the more bio-available and beneficial they are for our bodies.

Whey is a product of milk. Milk comes from cows. Cows live on farms. Finding the farms that would produce the purest, cleanest milk wasn't easy. I knew that there were farms out there that hold similar philosophies to mine, but I just needed to find them!

Since our inception, Simple Again has been doing just that! We are continually searching for and vetting farms (and ingredient sources) that meet our strict criteria. Today, we have many farms that we trust and rely on. On October 13th, 2016, we visited one of those farms. This is their story.

THE HEIMAN FARM

Meet Kelvin and Marilyn Heiman. They co-own their farm, Heiman's Holsteins, with their son Andrew, Kelvin's brother Ken and his wife JoEllen, and their son Josh. Heiman's Holsteins is located in the heartland of our country in Nasonville, Wisconsin. Kelvin is nearly 60 and wakes up at 2 AM every morning, 7



days a week, 365 days a year. Marilyn is a semi-retired Child Care teacher and a mother of four. While Andrew and Josh run the day-to-day operations on the farm, the whole family works together to make sure everything runs smoothly. They work with their farm veterinarian, feed consultant, breeder and many others as a team to ensure the health and quality of their cows. They love what they do and could not think of anything they'd rather be doing than caring for their herd.

The Heiman family is so passionate about their cows and the purity of their milk that they have decided to turn their farm into a teaching farm. In the past year, they have invested much of their savings to create a kid-friendly viewing/learning/activity center overlooking their newly installed milking carousel. It's beautiful! The Heiman family's dream is to have all schools from near and far to come to Heiman's Holsteins and experience farm life the way it should be. They feel, as do I, that because children are our future, they should learn about proper farming techniques. They also want to keep our children healthy! They are all dedicated to educating the consumer about where their food comes from and what it takes to get it from field or barn to their table.

She and Kelvin have learned that if they can provide a healthy, stress-free, sanitary environment for their herd, milk production goes up! In fact, milk production at Heiman's equals that of farmers who use hormones and antibiotics. It's amazing!

The Heiman farm is a 3rd generation farm, and is now 1,200 acres with a herd numbering approximately 450 cows (and growing by an average of one a day). It is 100% rBGH & rBST hormone free. Their herd leads a peaceful existence and is managed with the utmost care. At every level, sanitization is paramount. They hate to use antibiotics of any kind, but just like people, cows get sick. In those cases, the cows are removed from the herd and nursed back to health. If antibiotics are used to help a cow, then all milk from that cow is discarded until tests prove that the antibiotics are no longer in their system. Whether it's feeding, birthing or capturing the milk, all equipment is constantly sanitized, which keeps bacteria and sick cows to a minimum.

Because of their approach, the Heiman's herd continues to be healthy and thrive. Their oldest cattle have been delivering milk for 11-15 years, and live to almost 20 years old.

The Heiman farm is not unique. More and more farms in Wisconsin are following their lead on good farming practices. In just a short time now, they expect the entire state to enforce strict laws that all farms be hormone-free. Bam! This news means that we are all making ourselves heard (see what I did there?) and that people really do care about what they are putting in their bodies. After all – **"You are what your food eats!"**

Dan Young
President & CEO