



May 11, 2015

VIA EMAIL & 1st CLASS MAIL

Neil Grimmer,
Chief Executive Officer
Plum Inc., doing business as Plum Organics
1485 Park Avenue
Emeryville, California 94608

Denise M. Morrison,
President & Chief Executive Officer
Campbell Soup Company
1 Campbell Place
Camden, New Jersey 08103

Re: Deceptive trade practices in marketing and sale of certain “Plum Organics” brand food products for babies and toddlers

Dear Mr. Grimmer and Ms. Morrison:

The Center for Science in the Public Interest (“CSPI”) and our co-counsel Michael Reese and George Granade of Reese LLP, have identified that Plum Inc., doing business as Plum Organics (“Plum”), a unit of Campbell Soup Company, is engaging in deceptive practices in the marketing, labeling, and sale of its “Plum Organics” brand food products for babies and toddlers (the “Products,” defined below). This letter details our findings and offers to discuss resolution before CSPI and Reese LLP take further legal action. Ultimately, if litigation becomes necessary, CSPI and Reese LLP will seek an injunction prohibiting Plum from expressly or implicitly making deceptive representations on the labels and in the marketing of the Products. CSPI and Reese LLP may also seek corrective advertising, restitution, damages, disgorgement, and attorneys’ fees.

The “Products” at issue are the following “Plum Organics” brand food products:

- Plum Organics Blueberry, Parsnip & Buckwheat Organic Baby Food;
- Plum Organics Mango, Carrot & Greek Yogurt Organic Baby Food;
- Plum Organics Plum Berry & Barley Organic Baby Food;
- Plum Organics Raspberry, Spinach & Greek Yogurt Organic Baby Food;
- Plum Organics Sweet Potato Mango & Millet Organic Baby Food;
- Plum Organics Zucchini Banana & Amaranth Organic Baby Food;
- Plum Organics Kale, Apple & Greek Yogurt Organic Baby Food;
- Plum Organics Kale, Sweet Corn & Quinoa Organic Baby Food;
- Plum Organics Green Bean, Pear & Greek Yogurt;
- Plum Organics World Baby Zucchini & Spinach with Pasta Marinara Organic Baby Food;
- Plum Organics Pumpkin, Pomegranate, Quinoa, and Greek Yogurt Mighty 4 Essential Nutrition Blend;
- Plum Organics Purple Carrot, Blackberry, Quinoa, and Greek Yogurt Mighty 4 Essential Nutrition Blend;
- Plum Organics Sweet Potato, Blueberry, Millet, and Greek Yogurt Mighty 4 Essential Nutrition Blend;

- Plum Organics Kale, Strawberry, Amaranth, and Greek Yogurt Mighty 4 Essential Nutrition Blend;
- Plum Organics Spinach, Kiwi, Barley, and Greek Yogurt Mighty 4 Essential Nutrition Blend;
- Plum Organics Mighty 4 Essential Nutrition Bar Blueberry with Carrot;
- Plum Organics Mighty 4 Essential Nutrition Bar Strawberry with Spinach;
- Plum Organics Mighty 4 Essential Nutrition Bar Pumpkin Banana;
- Plum Organics Blueberry, Pear, Sweet Potato, and Spinach Super Smoothie Organic Essential Nutrition Blend;
- Plum Organics Organic Teensy Fruits Soft Real Fruit Snacks Berry;
- Plum Organics Organic Teensy Fruits Soft Real Fruit Snacks Peach;
- Plum Organics Tots Fruit & Grain Mish Mash Organic Whole Grain Snack Blueberry Oats & Quinoa; and
- Plum Organics Yogurt Mish Mash Fruit & Veggie Yogurt Smoothie Purple Roots & Fruits.

Enclosed herein as Exhibit 1 are the product labels, nutrition facts, and ingredients of the Products.

Facts Giving Rise to Plum's Liability

Plum falsely and misleadingly labels the Products on their Principal Display Panels (PDPs)¹ as containing certain healthful, high-value ingredients, such as kale, quinoa, blueberries, and green beans, when, in fact, the Products are overwhelmingly composed of other less healthful, less-valuable ingredients, such as apple juice or apple puree, that are not identified at all on the PDPs.

Furthermore, the images on the PDPs reinforce the presence of the ingredients Plum identifies in the Product names, and the images fail to identify the presence of the more predominant, less-healthful ingredients.

Finally, in most cases, the high-value ingredients Plum prominently identifies, such as kale and quinoa, are, in fact, among the least predominant ingredients in the Products.

For all of these reasons, reasonable consumers who purchase the Products for their babies and toddlers fall victim to a bait and switch. Plum's actions are especially problematic because parents likely trust Plum more than other brands that they may scrutinize more closely, as Plum's labeling practices mislead consumers into believing Plum's Products are health foods by prominently using terms like "organic," "essential," "nutrition" and "whole grain," and phrases like "set them up for a lifetime of healthy eating."²

¹ "Principal Display Panel" (PDP) has the same meaning as in FDA regulations, *i.e.*, "the part of a label that is most likely to be displayed, presented, shown, or examined under customary conditions of display for retail sale." 21 C.F.R. § 101.1.

² Organic Baby Foods, Plum Organics, <http://www.plumorganics.com> (last visited April 21,

While all of the Products are mislabeled for similar reasons, they fit into six groupings: Baby Foods, Mighty 4 Essential Nutrition Blends, Mighty 4 Essential Nutrition Bars, Super Smoothie, Teensy Fruits, and Mish Mash. We discuss the Products in each grouping below.

I. Baby Foods

Plum Organics Blueberry, Parsnip & Buckwheat Organic Baby Food (Ex. 1 at 2) is a prime example of Plum Organic's bait and switch labeling tactic. Despite the label's prominent identification in the Product name, and in the images on the PDP of only blueberries, parsnips, and buckwheat, the Product consists principally of a far less nutritious, sweeter, and less expensive ingredient—apple puree.³ Indeed, despite being named and/or prominently illustrated on the PDP, blueberries and buckwheat are among the least predominant ingredients in the Product. (Ex. 1 at 2.)⁴

Similarly, Plum deceptively labels Plum Organics Kale, Apple & Greek Yogurt Organic Baby Food. While Plum identifies kale, an exceptionally healthful ingredient, first in the Product name and prominently illustrates kale on the front label, kale puree is actually among the least predominant ingredients in the Product. (Ex. 1 at 8.)⁵ Moreover, the yogurt is pasteurized and therefore contains none of the healthful live bacteria that yogurt is generally perceived as providing.

So, too, for Plum Organics Green Bean, Pear & Greek Yogurt Organic Baby Food (Ex. 1 at 10). Despite the label's prominent identification in the Product name, and in the images on the PDP, of green beans, green bean puree is among the least predominant ingredients in the

2015).

³ The United States Food and Drug Administration ("FDA") requires ingredients to be listed in descending order of predominance in nutrition labeling. 21 C.F.R. § 101.4(a).

⁴ Plum Organics Mango, Carrot & Greek Yogurt Organic Baby Food suffers from the same infirmities, as apple puree is the most predominant ingredient in the Product and mango, despite being first in the name and conspicuously pictured, is near the end of the ingredient list. (Ex. 1 at 3.) Apple puree, though unnamed on the PDP, is also the predominant ingredient in the following Products (named ingredients that are unexpectedly low on the ingredient list are identified in parentheses after the Product name): (i) Plum Organics Plum Berry & Barley Organic Baby Food (milled barley), (ii) Plum Organics Raspberry, Spinach & Greek Yogurt Organic Baby Food (spinach puree), (iii) Plum Organics Sweet Potato, Mango & Millet Organic Baby Food (milled millet), and (iv) Plum Organics Zucchini Banana & Amaranth Organic Baby Food (milled amaranth). (*Id.* at 4–7).

⁵ Plum Organics Kale, Sweet Corn & Quinoa Organic Baby Food suffers from the same type of problem. While Plum identifies quinoa, a nutritious ingredient that may be perceived as high-value, in the Product name and prominently illustrates quinoa on the PDP, milled quinoa is actually the second-to-last ingredient in the Product's comparatively extensive ingredient list. (Ex. 1 at 9.)

Product. (*Id.*)

Sweet potato puree is the most predominant ingredient in Plum Organics World Baby Zucchini & Spinach with Pasta Marinara Organic Baby Food (Italy). (Ex. 1 at 11.) The Product name, however, makes no mention of sweet potatoes, and the images on the label do not include sweet potatoes, either. (*Id.*)

II. Mighty 4 Essential Nutrition Blends

Following an identical pattern of misbranding are Plum's Mighty 4 Essential Nutrition Blends. Plum Organics Pumpkin, Pomegranate, Quinoa, and Greek Yogurt Mighty 4 Essential Nutrition Blend, for example, consists largely of something else—inexpensive and highly sweet fruit purees. (Ex. 1 at 12.) This is the same with Plum Organics Purple Carrot, Blackberry, Quinoa, and Greek Yogurt Mighty 4 Essential Nutrition Blend. (Ex. 1 at 13.) Purple carrot juice concentrate, despite being the first ingredient listed on the PDP, is one of the least predominant ingredients in the Product. (*Id.*)⁶

III. Mighty 4 Essential Nutrition Bars

Likewise, the filling in Plum Organics Mighty 4 Essential Nutrition Bar Blueberry with Carrot is *predominantly evaporated cane syrup* (a form of sugar), brown rice syrup (another form of sugar), and apple powder, and not blueberries or carrots, despite the Product's name. Further, the ingredient list is almost illegible given the style, size, capitalization and compression of the font. (Ex. 1 at 17.)⁷

IV. Super Smoothie

Plum Organics Blueberry, Pear, Sweet Potato, and Spinach Super Smoothie Organic Essential Nutrition Blend follows suit. Despite its name, with blueberry being the first ingredient mentioned, blueberry puree is among the least predominant ingredients in the Product. (Ex. 1 at

⁶ Similarly, Plum Organics Sweet Potato, Blueberry, Millet, and Greek Yogurt Mighty 4 Essential Nutrition Blend, contains predominant amounts of puree ingredients that are shown nowhere on the PDP, and milled millet, despite being identified on the front of the label, is one of the least predominant ingredients. (Ex. 1 at 14.) Milled amaranth is one of the least predominant ingredients in Plum Organics Kale, Strawberry, Amaranth, and Greek Yogurt Mighty 4 Essential Nutrition Blend, which, again, is largely comprised of inexpensive and less nutritious apple puree. (*Id.* at 15.) Pear puree and banana puree, though unnamed on the PDP, are the predominant ingredients in Plum Organics Spinach, Kiwi, Barley, and Greek Yogurt Mighty 4 Essential Nutrition Blend, and milled barley is one of the least predominant ingredients. (Ex. 1 at 16.)

⁷ Similarly, the filling in Plum Organics Mighty 4 Essential Nutrition Bar Strawberry with Spinach and Plum Organics Mighty 4 Essential Nutrition Bar Pumpkin Banana is predominantly evaporated cane syrup, brown rice syrup, and apple powder, and not strawberries or spinach, or pumpkins or bananas, despite the Products' names. (Ex. 1 at 18–19.)

20.)

V. Teensy Fruits

Plum Organics Organic Teensy Fruits Soft Real Fruit Snacks Berry prominently identifies itself as “berry” and features images of a strawberry, raspberries, blueberries, and cherries on the PDP. Again, the top two ingredients in the Product are apple puree concentrate and apple juice concentrate, which are never mentioned on the PDP. (Ex. 1 at 21.)⁸

VI. Mish Mash

Plum Organics Tots Fruit & Grain Mish Mash Organic Whole Grain Snack Blueberry Oats & Quinoa fails to disclose that it is predominantly comprised of apple puree and banana puree. (Ex. 1 at 23.)

And, purple carrot concentrate is one of the least predominant ingredients in Plum Organics Yogurt Mish Mash Fruit & Veggie Yogurt Smoothie Purple Roots & Fruits, which consists predominantly of banana puree. (Ex. 1 at 24.)

In sum, by naming the Products after high-quality, nutritious vegetables, grains, and fruits and featuring those prominently on the Product labeling without disclosing that the actual percentages of many of those ingredients in the Product are low or even negligible and, by corollary, that the Products are largely comprised of far cheaper and less nutritious ingredients, Plum is misleading consumers.

Plum’s Violations of State and Federal Law

Plum’s representations about the Products discussed above are false, misleading, and deceptive. Consequently, the representations violate numerous consumer protection statutes, such as the District of Columbia’s Consumer Protection Procedures Act, D.C. Code § 28-3901 *et seq.*, California’s False Advertising Law, Cal. Bus. & Prof. Code § 17500 *et seq.*, Unfair Competition Law, Cal. Bus. & Prof. Code § 17200 *et seq.*, and Consumers Legal Remedies Act, Cal. Civ. Code § 1750 *et seq.*, and New York’s Consumer Protection from Deceptive Acts and Practices Law, N.Y. Gen. Bus. Law § 349 *et seq.*, as well as the prohibition on breach of express

⁸ Similarly, Plum Organics Organic Teensy Fruits Soft Real Fruit Snacks Peach consists of a comparatively small amount of peach and is predominantly composed instead of ingredients that appear nowhere on the PDP—apple puree concentrate and apple juice concentrate. (Ex. 1 at 22.)

warranty in force in states throughout the country. Alternatively, Plum's misrepresentations give rise to liability for breach of quasi-contract under the laws of numerous states.

Plum's representations also render the Products "misbranded" under the Federal Food, Drug and Cosmetic Act, 21 U.S.C. § 301 *et seq.* (the "FDCA"), and the regulations the FDA has promulgated to implement it. Plum's violations of the FDCA and its attendant regulations parallel the violations of state law we identified above.⁹

Specifically, the FDCA provides that a food is "misbranded," among other reasons: if "its labeling is false or misleading in any particular," 21 U.S.C. § 343(a)(1),¹⁰ and if its label does not bear "the common or usual name of the food, if any there be," § 343(i)(1).

Labeling may be false and misleading where, as here, it misleads the consumer into believing an ingredient is prevalent in a Product when, in fact, it is not. If the proportion of an ingredient in a Product is material to the consumer's decision to purchase the Product, then the percentage of that ingredient must appear as part of the Product's name. Under 21 C.F.R. § 102.5:

The common or usual name of a food *shall include* the percentage(s) of any characterizing ingredient(s) or component(s) when the proportion of such ingredient(s) or component(s) in the food has a *material bearing on price or consumer acceptance or when the labeling or the appearance of the food may otherwise create an erroneous impression that such ingredient(s) or component(s) is present in an amount greater than is actually the case.*

21 C.F.R. § 102.5(b) (emphasis added); *see also id.* § 102.5(c) (requiring labeling in the common or usual name of the presence of characterizing ingredients that have a material bearing on price

⁹ Furthermore, Plum's representations render the Products "misbranded" under state food and drug laws, such as California's Sherman Food, Drug, and Cosmetic Law, Cal. Health & Safety Code § 109875 *et seq.* *See, e.g.,* Cal. Health & Safety Code § 110100 ("All food labeling regulations and any amendments to those regulations adopted pursuant to the [FDCA], in effect on January 1, 1993, or adopted on or after that date shall be the food labeling regulations of this state."); *id.* § 110660 ("Any food is misbranded if its labeling is false or misleading in any particular.").

¹⁰ The FDCA makes explicit that "[i]f an article is alleged to be misbranded because the labeling or advertising is misleading, then in determining whether the labeling or advertising is misleading there *shall be* taken into account (among other things) not only representations made or suggested by statement, word, design, device, or any combination thereof, *but also the extent to which the labeling or advertising fails to reveal facts material in the light of such representations . . .*" 21 U.S.C. § 321(n) (emphasis added).

or consumer acceptance).¹¹ In promulgating § 102.5(b) and (c), the FDA stated that the disclosure of the amount of a characterizing ingredient is a “material fact” within the meaning of 21 U.S.C. § 321(n) and that “[d]isclosure of this fact is often necessary for the consumer to choose between two competing products when the amount of the ingredient is important to the value of the food.”¹² Further, the FDA explained that “a ‘characterizing ingredient’ which is required to be labeled by percentage is one whose proportion in the food has a material bearing on price or consumer acceptance or which a consumer might otherwise believe to be present in an amount greater than is actually the case.”¹³

Here, Plum’s Product labels violate 21 U.S.C. § 343(a)(1) and (i)(1) and 21 C.F.R. § 102.5(b) and (c). As discussed above, most of the Products fail to disclose the proportions of characterizing ingredients by means of a percentage declaration on the PDP where the proportions of these ingredients, whether kale, quinoa, blueberries, or the like, have a material bearing on price and consumer acceptance. The Products also fail to disclose the presence and proportions of other characterizing ingredients, such as apple puree, where the ingredients’ presence and proportions have a material bearing on price and consumer acceptance. 21 C.F.R. § 102.5(b), (c).

Settlement Demand

In light of the foregoing, CSPI and Reese LLP invite Plum to resolve its illegal and deceptive advertising to avoid further legal action. CSPI and Reese LLP seek to prevent Plum from deceptively labeling and marketing the Products by misrepresenting the presence and/or proportions of the Products’ ingredients on their Principal Display Panels. And, of course, adhering to honest marketing practices would only benefit Plum and its consumers in the long run.

Should Plum choose not to respond to the foregoing findings, CSPI and Reese LLP will pursue litigation seeking the following:

¹¹ Additionally, “[t]he labeling of a food which contains two or more ingredients may be misleading by reason (among other reasons) of the designation of such food in such labeling by a name which includes or suggests the name of one or more but not all such ingredients, even though the names of all such ingredients are stated elsewhere in the labeling.” 21 C.F.R. § 101.18(b).

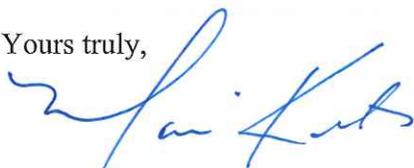
¹² Common or Usual Names for Nonstandardized Foods, 38 Fed. Reg. 6964, 6964 (Mar. 14, 1973). The FDA initially promulgated 21 C.F.R. § 102.5 as 21 C.F.R. § 102.1 in 1973, but renumbered the regulation as § 102.5 in 1977. Reorganization and Republication, 42 Fed. Reg. 14,302, 14,303, 14322–23 (Mar. 15, 1977).

¹³ Common or Usual Names for Nonstandardized Foods, 38 Fed. Reg. at 6965.

- Entry of a permanent injunction prohibiting Plum from expressly or implicitly making deceptive representations on the labels and in the marketing of the Products.
- Disgorgement of Plum's profits from the sale of the "Plum Organics" brand food Products at issue.

If Plum is willing to discuss a settlement or requires additional information about the claims documented herein, we welcome contact from counsel.

Yours truly,



Maia Kats
Director of Litigation
Mkats@cspinet.org

Enclosure

cc: Michael F. Jacobson, Ph.D., Executive Director
Michael Reese, Reese LLP, via email to mreese@reeserichman.com
George Granada, Reese LLP, via email to ggranade@reeserichman.com

EXHIBIT 1

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Blueberry, Parsnip & Buckwheat Organic Baby Food



Nutrition Facts

Serving Size 1 Pouch (99g)
 Servings Per Container 1

Amount Per Serving

Calories 50

Total Fat 0g

Trans Fat 0g

Sodium 0mg

Total Carb 13g

Dietary Fiber 3g

Sugars 7g

Protein 1g

% Daily Value

Protein 7% • Vitamin A 2%

Vitamin C 4% • Calcium 2%

Iron 2%

INGREDIENTS: ORGANIC APPLE PUREE, WATER, ORGANIC PARSNIP PUREE, ORGANIC BLUEBERRY PUREE, ORGANIC MILLED BUCKWHEAT, CITRIC ACID.

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Mango, Carrot & Greek Yogurt Organic Baby Food



Nutrition Facts	
Serving Size 1 Pouch (99g)	
Servings Per Container 1	
Amount Per Serving	
Calories	60
Total Fat	0g
Trans Fat	0g
Sodium	15mg
Total Carb	13g
Dietary Fiber	2g
Sugars	8g
Protein	2g
% Daily Value	
Protein	13% • Vitamin A 120%
Vitamin C	6% • Calcium 2%
Iron	2%

INGREDIENTS: ORGANIC APPLE PUREE, ORGANIC CARROT PUREE, WATER, ORGANIC BANANA PUREE, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC MANGO PUREE, ORGANIC MILLED OATS, ORGANIC GINGER, CITRIC ACID. **CONTAINS:** MILK.

MAY CONTAIN TRACES OF WHEAT.

Product Label, Nutrition Facts, and Ingredients for Plum Organics Plum Berry & Barley Organic Baby Food



Nutrition Facts

Serving Size 1 pouch (99g)

Servings Per Container 1

Amount Per Serving

Calories 60

Total Fat 0g

Trans Fat 0mg

Sodium 0mg

Total Carbohydrate 15g

Dietary Fiber 2g

Sugars 10g

Protein 1g

% Daily Value

Protein 7% • Vitamin A 2%

Vitamin C 30% • Calcium 2%

Iron 2%

INGREDIENTS: ORGANIC APPLE PUREE, ORGANIC STRAWBERRY PUREE, WATER, ORGANIC PLUM PUREE, ORGANIC MILLED BARLEY, ORGANIC LEMON JUICE CONCENTRATE.

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Raspberry, Spinach & Greek Yogurt Organic Baby Food



Nutrition Facts	
Serving Size 1 Pouch (99g)	
Servings Per Container 6	
Amount Per Serving	
Calories	45
Total Fat	0g
Trans Fat	0g
Sodium	15mg
Total Carbohydrate	10g
Dietary Fiber	2g
Sugars	6g
Protein	2g
% Daily Value	
Protein 14%	Vitamin A 50%
Vitamin C 4%	Calcium 4%
Iron 4%	

INGREDIENTS: ORGANIC APPLE PUREE, WATER, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC RASPBERRY PUREE, ORGANIC SPINACH PUREE, ORGANIC MILLED OATS.

CONTAINS: MILK.

MAY CONTAIN TRACES OF WHEAT

Product Label, Nutrition Facts, and Ingredients for Plum Organics Sweet Potato Mango & Millet Organic Baby Food



Nutrition Facts

Serving Size 1 pouch (99g)
Servings Per Container 1

Amount Per Serving

Calories 70

Total Fat	0g
Trans Fat	0mg
Sodium	0mg
Total Carbohydrate	16g
Dietary Fiber	2g
Sugars	10g
Protein	1g

% Daily Value

Protein 7% • Vitamin A 90%
Vitamin C 20% • Calcium 2%
Iron 2%

INGREDIENTS: ORGANIC APPLE PUREE, ORGANIC SWEET POTATO PUREE, WATER, ORGANIC MANGO PUREE, ORGANIC MILLED MILLET, ORGANIC LEMON JUICE CONCENTRATE.

Product Label, Nutrition Facts, and Ingredients for Plum Organics Zucchini Banana & Amaranth Organic Baby Food



Nutrition Facts

Serving Size 1 pouch (99g)
Servings Per Container 1

Amount Per Serving

Calories 70

Total Fat 0g

Trans Fat 0mg

Sodium 0mg

Total Carbohydrate 16g

Dietary Fiber 2g

Sugars 10g

Protein 1g

% Daily Value

Protein 7% • Vitamin A 4%

Vitamin C 15% • Calcium 2%

Iron 4%

INGREDIENTS: ORGANIC APPLE PUREE, ORGANIC BANANA PUREE, WATER, ORGANIC ZUCCHINI PUREE, ORGANIC MILLED AMARANTH, ORGANIC LEMON JUICE CONCENTRATE.

Product Label, Nutrition Facts, and Ingredients for
Plum Organics Kale, Apple & Greek Yogurt Organic Baby Food



Nutrition Facts

Serving Size 1 Pouch (99g)
Servings Per Container 1

Amount Per Serving

Calories 50

Total Fat 0g

Trans Fat 0g

Sodium 10mg

Total Carb 12g

Dietary Fiber 2g

Sugars 7g

Protein 2g

% Daily Value

Protein 13% • Vitamin A 60%

Vitamin C 15% • Calcium 4%

Iron 2%

INGREDIENTS: ORGANIC APPLE PUREE, WATER, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC KALE PUREE, ORGANIC MILLED OATS, CITRIC ACID.

CONTAINS: MILK.

MAY CONTAIN TRACES OF WHEAT.

Product Label, Nutrition Facts, and Ingredients for Plum Organics Kale, Sweet Corn & Quinoa Organic Baby Food



Nutrition Facts

Serving Size 1 Pouch (99g)
Servings Per Container 1



Amount Per Serving

Calories 50

Total Fat 1g

Trans Fat 0g

Sodium 45mg

Total Carb 11g

Dietary Fiber 2g

Sugars 2g

Protein 2g



% Daily Value

Protein 13% • Vitamin A 220%

Vitamin C 4% • Calcium 4%

Iron 4%

INGREDIENTS: WATER, ORGANIC CORN PUREE, ORGANIC BUTTERNUT SQUASH PUREE, ORGANIC CARROT PUREE, ORGANIC KALE PUREE, ORGANIC TOMATO PASTE, ORGANIC MILLED OATS, ORGANIC MILLED QUINOA, ORGANIC EXTRA VIRGIN OLIVE OIL.

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Green Bean, Pear & Greek Yogurt Organic Baby Food



Nutrition Facts

Serving Size 1 pouch (113g)
 Servings Per Container 1

Amount Per Serving

Calories 60

Total Fat 0g

Trans Fat 0g

Sodium 5mg

Total Carbohydrate 12g

Dietary Fiber 2g

Sugars 8g

Protein 2g

% Daily Value

Protein 14% • Vitamin A 4%

Vitamin C 20% • Calcium 0%

Iron 0%

INGREDIENTS: ORGANIC PEAR PUREE, ORGANIC APPLE PUREE, WATER, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC BANANA PUREE, ORGANIC GREEN BEAN PUREE, ORGANIC MILLED OATS, CITRIC ACID.

CONTAINS: MILK.

Product Label, Nutrition Facts, and Ingredients for Plum Organics World Baby Zucchini & Spinach with Pasta Marinara Organic Baby Food (Italy)



Nutrition Facts	
Serving Size 1 Pouch (99g)	
Servings Per Container 6	
Amount Per Serving	
Calories 60	
Total Fat	1g
Trans Fat	0g
Sodium	35mg
Total Carbohydrate	12g
Dietary Fiber	2g
Sugars	2g
Protein	2g
% Daily Value	
Protein 12% • Vitamin A 260%	
Vitamin C 2% • Calcium 4%	
Iron 4%	

INGREDIENTS: ORGANIC SWEET POTATO PUREE, WATER, ORGANIC ZUCCHINI PUREE, ORGANIC SPINACH PUREE, ORGANIC WHEAT SEMOLINA, ORGANIC TOMATO PASTE, ORGANIC EXTRA VIRGIN OLIVE OIL, ORGANIC BASIL.

CONTAINS: WHEAT.

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Pumpkin, Pomegranate, Quinoa, and Greek Yogurt
 Mighty 4 Essential Nutrition Blend



Nutrition Facts	
Serving Size 1 Pouch (113g)	
Servings Per Container 1	
Amount Per Serving	
Calories 80	
Total Fat	0.5g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	20mg
Potassium	200mg
Total Carb	17g
Dietary Fiber	2g
Sugars	11g
Protein	3g
% Daily Value	
Protein 19% • Vitamin A 60%	
Vitamin C 40% • Calcium 6%	
Iron 6% • Vitamin E 20%	

INGREDIENTS: ORGANIC APPLE PUREE, ORGANIC BANANA PUREE, WATER, ORGANIC PUMPKIN PUREE, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC SKIM MILK, ORGANIC QUINOA, ORGANIC POMEGRANATE JUICE CONCENTRATE, CHIA SEEDS, ORGANIC ACEROLA FRUIT EXTRACT, NATURAL FLAVOR, DL-ALPHA TOCOPHERYL ACETATE (VITAMIN E), CITRIC ACID.

CONTAINS: MILK

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Purple Carrot, Blackberry, Quinoa, and Greek Yogurt
 Mighty 4 Essential Nutrition Blend



Nutrition Facts	
Serving Size 1 Pouch (113g)	
Servings Per Container 1	
Amount Per Serving	
Calories	80
Total Fat	0.5g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	30mg
Potassium	300mg
Total Carb	15g
Dietary Fiber	2g
Sugars	10g
Protein	3g
% Daily Value	
Protein 19% • Vitamin A 25%	
Vitamin C 60% • Calcium 8%	
Iron 8% • Vitamin E 20%	

INGREDIENTS: ORGANIC PEAR PUREE, ORGANIC BANANA PUREE, WATER, ORGANIC SKIM MILK, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC CARROT PUREE, ORGANIC RASPBERRY PUREE, ORGANIC BLACKBERRY PUREE, ORGANIC QUINOA, ORGANIC PURPLE CARROT JUICE CONCENTRATE, CHIA SEEDS, ORGANIC ACEROLA FRUIT EXTRACT, NATURAL FLAVOR, DL-ALPHA TOCOPHERYL ACETATE (VITAMIN E), CITRIC ACID.

CONTAINS: MILK

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Sweet Potato, Blueberry, Millet, and Greek Yogurt
 Mighty 4 Essential Nutrition Blend



Nutrition Facts

Serving Size 1 Pouch (113g)
 Servings Per Container 1

Amount Per Serving

Calories 80

Total Fat 0.5g

Saturated Fat 0g

Trans Fat 0g

Cholesterol 0mg

Sodium 20mg

Potassium 200mg

Total Carb 16g

Dietary Fiber 2g

Sugars 10g

Protein 3g

% Daily Value

Protein 19% • Vitamin A 30%

Vitamin C 40% • Calcium 6%

Iron 4% • Vitamin E 20%

INGREDIENTS: ORGANIC APPLE PUREE, WATER, ORGANIC BANANA PUREE, ORGANIC SWEET POTATO PUREE, ORGANIC BLUEBERRY PUREE, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC SKIM MILK, ORGANIC MILLED MILLET, CHIA SEEDS, ORGANIC ACEROLA FRUIT EXTRACT, NATURAL FLAVORS, DL-ALPHA TOCOPHERYL ACETATE (VITAMIN E), CITRIC ACID.

CONTAINS: MILK

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Kale, Strawberry, Amaranth, and Greek Yogurt
 Mighty 4 Essential Nutrition Blend



Nutrition Facts

Serving Size 1 Pouch (113g)
 Servings Per Container 1

Amount Per Serving

Calories 70

Total Fat 1g

Saturated Fat 0g

Trans Fat 0g

Cholesterol 0mg

Sodium 25mg

Potassium 340mg

Total Carb 14g

Dietary Fiber 2g

Sugars 9g

Protein 3g

% Daily Value

Protein 19% • Vitamin A 30%

Vitamin C 50% • Calcium 8%

Iron 6% • Vitamin E 20%

INGREDIENTS: ORGANIC APPLE PUREE, ORGANIC STRAWBERRY PUREE, WATER, ORGANIC SKIM MILK, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC KALE PUREE, ORGANIC QUINOA, ORGANIC MILLED AMARANTH, CHIA SEEDS, ORGANIC BEET JUICE CONCENTRATE, ORGANIC ACEROLA FRUIT EXTRACT, NATURAL FLAVOR, DL-ALPHA TOCOPHERYL ACETATE (VITAMIN E), CITRIC ACID.

CONTAINS: MILK

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Spinach, Kiwi, Barley, and Greek Yogurt Mighty 4 Essential Nutrition Blend



Nutrition Facts	
Serving Size 1 Pouch (113g)	
Servings Per Container 1	
Amount Per Serving	
Calories 70	
Total Fat	0.5g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	25mg
Potassium	190mg
Total Carb	15g
Dietary Fiber	2g
Sugars	9g
Protein	3g
% Daily Value	
Protein 19%	Vitamin A 40%
Vitamin C 60%	Calcium 6%
Iron 4%	Vitamin E 20%

INGREDIENTS: ORGANIC PEAR PUREE, ORGANIC BANANA PUREE, WATER, ORGANIC GREENS (ORGANIC SPINACH PUREE, ORGANIC KALE PUREE), ORGANIC KIWI PUREE, ORGANIC PASTEURIZED GREEK YOGURT (ORGANIC SKIM MILK), ORGANIC SKIM MILK, ORGANIC MILLED BARLEY, CHIA SEEDS, ORGANIC ACEROLA FRUIT EXTRACT, NATURAL FLAVOR, DL-ALPHA TOCOPHERYL ACETATE (VITAMIN E), CITRIC ACID.
CONTAINS: MILK

Product Label, Nutrition Facts, and Ingredients for Plum Organics Mighty 4 Essential Nutrition Bar Blueberry with Carrot



Nutrition Facts	
Serving Size 1 Bar (19g)	
Servings Per Carton 6	
Amount Per Serving	
Calories 70	Fat Cal 15
Total Fat	2g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	50mg
Total Carbohydrate	12g
Dietary Fiber	1g
Sugars	6g
Protein	1g
% Daily Value	
Protein 6%	Vitamin A 10%
Vitamin C 10%	Calcium 10%
Iron 20%	Vitamin E 10%
Thiamin 10%	Riboflavin 10%
Niacin 10%	Vitamin B6 10%
Vitamin B12 10%	Zinc 20%

INGREDIENTS: CRUST (WHOLE WHEAT FLOUR*, WHEAT FLOUR*, EVAPORATED CANE SYRUP*, OATS*, SUNFLOWER AND/OR CANOLA OIL*, CONCENTRATED FRUIT JUICE* (PEAR* OR APPLE*), CHIA, NATURAL FLAVOR, APPLE POWDER* (APPLE*, RICE FLOUR*, SUNFLOWER LECITHIN), BAKING POWDER (SODIUM ACID PYROPHOSPHATE, RICE STARCH*, SODIUM BICARBONATE), SEA SALT), FILLING (EVAPORATED CANE SYRUP*, BROWN RICE SYRUP*, APPLE POWDER*, RICE STARCH*, YOGURT POWDER* (NONFAT DRY MILK*, LACTIC ACID), BLUEBERRIES*, CARROTS*, GLYCERIN, NATURAL FLAVORS, PECTIN, CITRIC ACID, RED CABBAGE EXTRACT (FOR COLOR)). *ORGANIC VITAMINS & MINERALS: VITAMIN A ACETATE, TRICALCIUM PHOSPHATE, ASCORBIC ACID, FERROUS FUMARATE (IRON), ZINC GLUCONATE, VITAMIN E ACETATE, NIACINAMIDE (VITAMIN B3), CYANOCOBALAMINE (VITAMIN B12), RIBOFLAVIN (VITAMIN B2), THIAMINE HYDROCHLORIDE (VITAMIN B1), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6). **CONTAINS:** WHEAT AND MILK. **MAY CONTAIN:** PEANUTS, TREE NUTS, AND SOY.

Product Label, Nutrition Facts, and Ingredients for Plum Organics Mighty 4 Essential Nutrition Bar Strawberry with Spinach



Nutrition Facts	
Serving Size 1 Bar (19g)	
Servings Per Carton 6	
Amount Per Serving	
Calories 70	Fat Cal 15
Total Fat	1.5g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	50mg
Total Carbohydrate	12g
Dietary Fiber	1g
Sugars	5g
Protein	1g
% Daily Value	
Protein 6%	• Vitamin A 10%
Vitamin C 10%	• Calcium 10%
Iron 20%	• Vitamin E 10%
Thiamin 10%	• Riboflavin 10%
Niacin 10%	• Vitamin B6 10%
Vitamin B12 10%	• Zinc 20%

INGREDIENTS: CRUST (WHOLE WHEAT FLOUR*, WHEAT FLOUR*, EVAPORATED CANE SYRUP*, OATS*, SUNFLOWER AND/OR CANOLA OIL*, CONCENTRATED FRUIT JUICE* (PEAR* OR APPLE*), CHIA, NATURAL FLAVOR, APPLE POWDER* (APPLE*, RICE FLOUR*, SUNFLOWER LECITHIN), BAKING POWDER (SODIUM ACID PYROPHOSPHATE, RICE STARCH*, SODIUM BICARBONATE), SEA SALT), FILLING (EVAPORATED CANE SYRUP*, BROWN RICE SYRUP*, APPLE POWDER*, RICE STARCH*, YOGURT POWDER* (NONFAT DRY MILK*, LACTIC ACID), STRAWBERRIES*, SPINACH*, STRAWBERRY FLAVOR*, GLYCERIN, PECTIN, CITRIC ACID, RED CABBAGE EXTRACT (FOR COLOR)), *-ORGANIC VITAMINS & MINERALS: VITAMIN A ACETATE, TRICALCIUM PHOSPHATE, ASCORBIC ACID, FERROUS FUMARATE (IRON), ZINC GLUCONATE, VITAMIN E ACETATE, NIACINAMIDE (VITAMIN B3), CYANOCOBALAMINE (VITAMIN B12), RIBOFLAVIN (VITAMIN B2), THIAMINE HYDROCHLORIDE (VITAMIN B1), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6). **CONTAINS:** WHEAT AND MILK. **MAY CONTAIN:** PEANUTS, TREE NUTS, AND SOY.

Product Label, Nutrition Facts, and Ingredients for
Plum Organics Mighty 4 Essential Nutrition Bar Pumpkin Banana



Nutrition Facts	
Serving Size 1 Bar (19g)	
Servings Per Carton 6	
Amount Per Serving	
Calories 70	Fat Cal 15
Total Fat	1.5g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	50mg
Total Carbohydrate	12g
Dietary Fiber	1g
Sugars	5g
Protein	1g
% Daily Value	
Protein 6%	• Vitamin A 10%
Vitamin C 10%	• Calcium 10%
Iron 20%	• Vitamin E 10%
Thiamin 10%	• Riboflavin 10%
Niacin 10%	• Vitamin B6 10%
Vitamin B12 10%	• Zinc 20%

INGREDIENTS: CRUST (WHOLE WHEAT FLOUR*, WHEAT FLOUR*, EVAPORATED CANE SYRUP*, OATS*, SUNFLOWER AND/OR CANOLA OIL*, CONCENTRATED FRUIT JUICE* (PEAR* OR APPLE*), CHIA, NATURAL FLAVOR, APPLE POWDER* (APPLE*, RICE FLOUR*, SUNFLOWER LECITHIN), BAKING POWDER (SODIUM ACID PYROPHOSPHATE, RICE STARCH*, SODIUM BICARBONATE), SEA SALT), FILLING (EVAPORATED CANE SYRUP*, BROWN RICE SYRUP*, APPLE POWDER*, RICE STARCH*, YOGURT POWDER* (NONFAT DRY MILK*, LACTIC ACID), STRAWBERRIES*, SPINACH*, STRAWBERRY FLAVOR*, GLYCERIN, PECTIN, CITRIC ACID, RED CABBAGE EXTRACT (FOR COLOR)). *ORGANIC VITAMINS & MINERALS: VITAMIN A ACETATE, TRICALCIUM PHOSPHATE, ASCORBIC ACID, FERROUS FUMARATE (IRON), ZINC GLUCONATE, VITAMIN E ACETATE, NIACINAMIDE (VITAMIN B3), CYANOCOBALAMINE (VITAMIN B12), RIBOFLAVIN (VITAMIN B2), THIAMINE HYDROCHLORIDE (VITAMIN B1), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6). **CONTAINS:** WHEAT AND MILK. **MAY CONTAIN:** PEANUTS, TREE NUTS, AND SOY.

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Blueberry, Pear, Sweet Potato, and Spinach
 Super Smoothie Organic Essential Nutrition Blend



Nutrition Facts	
Serving Size 1 Pouch (113g)	
Servings Per Container 4	
Amount Per Serving	
Calories 70	
Total Fat	0.5g
Trans Fat	0g
Sodium	10mg
Total Carbohydrate	16g
Dietary Fiber	3g
Sugars	7g
Protein	2g
% Daily Value	
Protein 11%	• Vitamin A 100%
Vitamin C 20%	• Vitamin E 20%
Vitamin D 20%	• Calcium 20%
Iron 4%	

INGREDIENTS: ORGANIC PEAR PUREE, WATER, ORGANIC SWEET POTATO PUREE, ORGANIC SPINACH PUREE, ORGANIC NAVY BEAN PUREE, ORGANIC BLUEBERRY PUREE, ORGANIC MILLED OATS, CHIA SEEDS, CITRIC ACID, **VITAMINS AND MINERALS:** TRICALCIUM CITRATE (CALCIUM), SODIUM ASCORBATE (VITAMIN C), DL-ALPHA TOCOPHERYL ACETATE (VITAMIN E), CHOLECALCIFEROL (VITAMIN D3).

Product Label, Nutrition Facts, and Ingredients for Plum Organics Organic Teensy Fruits Soft Real Fruit Snacks Berry



Nutrition Facts	
Serving Size 1 Pouch (10g)	
Servings Per Container About 5	
Amount Per Serving	
Calories 35	
Total Fat	0g
Trans Fat	0g
Sodium	0mg
Total Carbohydrate	9g
Dietary Fiber	1g
Sugars	8g
Protein	0g
% Daily Value	
Protein 0%	• Vitamin A 0%
Vitamin C 4%	• Calcium 0%
Iron 0%	

INGREDIENTS: ORGANIC APPLE PUREE CONCENTRATE, ORGANIC APPLE JUICE CONCENTRATE, ORGANIC CHERRY PUREE, ORGANIC MIXED BERRIES (ORGANIC STRAWBERRY PUREE, ORGANIC RASPBERRY PUREE, ORGANIC BLUEBERRY PUREE), CELLULOSE, PECTIN, NATURAL FLAVORS.

Product Label, Nutrition Facts, and Ingredients for Plum Organics Organic Teensy Fruits Soft Real Fruit Snacks Peach



Nutrition Facts

Serving Size 1 Pouch (10g)
Servings Per Container 5

Amount Per Serving

Calories 35

Total Fat 0g

Trans Fat 0g

Sodium 0mg

Total Carbohydrate 9g

Dietary Fiber 1g

Sugars 8g

Protein 0g

% Daily Value

Protein 0% • Vitamin A 0%

Vitamin C 2% • Calcium 0%

Iron 0%

INGREDIENTS: ORGANIC APPLE PUREE CONCENTRATE, ORGANIC APPLE JUICE CONCENTRATE, ORGANIC PEACH PUREE CONCENTRATE, CELLULOSE, PECTIN, NATURAL FLAVORS.

Product Label, Nutrition Facts, and Ingredients for
 Plum Organics Tots Fruit & Grain Mish Mash Organic Whole Grain Snack
 Blueberry Oats & Quinoa



Nutrition Facts

Serving Size 1 pouch (90g)
 Servings Per Container 1

Amount Per Serving

Calories 70

Total Fat	0g
<i>Trans Fat</i>	0g
Sodium	0mg
Potassium	140g
Total Carbohydrate	16g
Dietary Fiber	1g
Sugars	11g
Protein	2g

% Daily Value

Protein 13%	• Vitamin A 0%
Vitamin C 10%	• Calcium 0%
Iron 4%	

INGREDIENTS: ORGANIC APPLE PUREE, ORGANIC BANANA PUREE, ORGANIC BLUEBERRY PUREE, ORGANIC QUINOA, ORGANIC MILLED OATS, ORGANIC TAPIOCA FLOUR, ORGANIC LEMON JUICE CONCENTRATE.

Product Label, Nutrition Facts, and Ingredients for Plum Organics Yogurt Mish Mash Fruit & Veggie Yogurt Smoothie Purple Roots & Fruits



Nutrition Facts	
Serving Size 1 pouch (90g)	
Servings Per Container 1	
Amount Per Serving	
Calories	60
Total Fat	0g
Trans Fat	0g
Sodium	5mg
Potassium	160mg
Total Carbohydrate	12g
Dietary Fiber	1g
Sugars	10g
Protein	2g
% Daily Value	
Protein 13%	• Vitamin A 10%
Vitamin C 6%	• Vitamin D 20%
Calcium 20%	• Iron 4%

INGREDIENTS: ORGANIC BANANA PUREE, ORGANIC BLUEBERRY PUREE, WATER, ORGANIC YOGURT (ORGANIC CULTURED PASTEURIZED MILK AND CREAM), ORGANIC CARROT PUREE, ORGANIC TAPIOCA FLOUR, ORGANIC GRAPE JUICE CONCENTRATE, ORGANIC PURPLE CARROT CONCENTRATE, CALCIUM CITRATE, VITAMIN D3, CITRIC ACID.
CONTAINS MILK.