



## Hain Celestial Endorses Organic Check-Off Program

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### Campaign to Educate Consumers on the Benefit of Organic Products

LAKE SUCCESS, N.Y., April 7, 2017 /PRNewswire/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading organic and natural products company with operations in North America, Europe and India providing consumers with A Healthier Way of Life™, today announced its support of the Organic Check-Off Program.



The Organic Check-Off Program is expected to raise \$30 million annually to fund promotional, educational and research activities to further organic farming in the United States and educate consumers about the benefits of organic products in a program designed to fairly represent the interests of all organic stakeholders.

"As a leading organic and natural products company, Hain Celestial and our portfolio of better-for-you brands supports the creation of an Organic Check-Off program, which should benefit farmers, suppliers, manufacturers, and retailers alike by creating a more robust, sustainable organic food supply chain. More importantly, the program should benefit consumers, enabling millions of Americans to gain a better understanding about the benefits of organic products," said Jared Simon, Vice President of Food Policy, Hain Celestial.

To learn more about the Organic Check-Off Program, visit [GROOrganic.net](http://GROOrganic.net) and follow #GROOrganic, #OrganicCheck-OffProgram

#### The Hain Celestial Group, Inc.

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, Happy®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit [www.hain.com](http://www.hain.com)

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