

Leading Kefir Brand Lifeway Foods' CEO Julie Smolyansky Launches Industry Conversation to Explore New Voluntary Dairy Certification Standard

Calls on Industry Partners to Join in Building a New Model for Public Health, Farmers, and Consumers

MORTON GROVE, IL — June 17, 2025 —Lifeway Foods, Inc. (Nasdaq: LWAY), the leading U.S. supplier of kefir and fermented probiotic products, today announced that CEO Julie Smolyansky is launching an open industry-wide conversation to explore the creation of a new voluntary dairy certification standard. The proposal is designed to balance public health, consumer demand, and farmer viability — and to create a new model of trust and transparency in the dairy marketplace. The announcement is one of many initiatives coming from Lifeway Foods as part of their 40th anniversary plans and celebrations.

Speaking at The Wall Street Journal Global Food Forum today on June 17th, Smolyansky emphasized her hope that Lifeway's early proposal can serve as a catalyst for broader industry dialogue.

"We believe there is an opportunity — and an obligation — to create a flexible, science-informed standard that empowers farmers, delivers real benefits to public health, and meets growing consumer demand for responsibly produced dairy," said Smolyansky. "But this is not Lifeway's standard. This is a conversation. We are inviting our peers, producers, academics, nutritionists, environmental advocates, and public health leaders to join us in imagining a new voluntary certification that works for everyone."

The proposed certification would aim to provide an alternative between conventional and organic dairy production, offering consumers an additional level of transparency on issues like animal welfare, responsible antibiotic use, sustainable farming practices, milk nutrition quality, and environmental stewardship.

Smolyansky stressed that this initiative reflects Lifeway's ongoing commitment to the public good, not simply a corporate agenda.

"Our hope is that others will take ownership of this idea — that leading producers, regulators, non-profits, and experts will come together to develop, refine, and govern any future certification framework," she said. "Lifeway can help initiate the conversation, but a durable solution must be built collaboratively for the benefit of the entire industry and, most importantly, the health of the public."

To facilitate initial feedback and dialogue, Lifeway has launched a website — ANewDairyCertification.org — outlining draft principles and inviting interested stakeholders to engage.

Smolyansky added: "This is the first step. Our goal is to create a space for honest dialogue, scientific rigor, and mutual respect as we work to strengthen the dairy industry's long-term sustainability, integrity, and contribution to public health."

About Lifeway Foods, Inc.

Lifeway Foods, Inc., which has been recognized as one of Forbes' Best Small Companies, is America's leading supplier of the probiotic, fermented beverage known as kefir. In addition to its line of drinkable kefir, the company also produces a variety of cheeses and a ProBugs line for kids. Lifeway's tart and tangy fermented dairy products are now sold across the United States, Mexico, Ireland, South Africa, United Arab Emirates, and France. Learn how Lifeway is good for more than just you at lifewayfoods.com.

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