



Blogs from the expo

Local company tracker

Earth Balance, the Boulder-based division of spread company Smart Balance, did get a little backlash from a couple of customers in the vegan retail community when the firm — previously known for its vegan spreads — added products that included dairy. “Once you explain the benefits and the value ... to the non-vegan consumers,” those retailers understand, said **Rickard Werner**, vice president and general manager of Earth Balance.