



CONTACT:

Mark Munger
o. 323.201.5800
c. 831.345.6937
markm@4earthfarms.com

For Immediate Release

4EARTH FARMS PUTS THEIR FOCUS ON SUPPLYING ORGANICS 24/7/365

LOS ANGELES, CA, - As the consumer demand for organic produce continues to grow at record levels, retailers nationwide are struggling to keep their shelves stocked year-round with complete offerings of organic SKU's.

4Earth Farms, Los Angeles' leader in Conventional, Specialty and Organic produce has been taking this year-round supply challenge head-on.

For grower/shippers like 4Earth Farms, expanding and extending the season for any organic program is never a simple process. Expansion requires acquisition or reallocation of certified organic land, testing ideal seed varieties to meet retailer specifications, as well as choosing the right climate to reduce bug and environmental pressures.

Through research and development, testing, and network of world-wide strategic partnerships, 4Earth Farms is offering more organic SKU's year-round than has every been available before. "4Earth Farms is uniquely qualified to tackle the year-round supply challenge," said Mark Munger, Vice President of 4Earth Sales and Marketing. "4Earth Farms was built on food service and retail program business that demands consistent supply and pricing. We have taken our program experience and methodology and applied it with great success to our Organics division, providing our customers with a consistently high year round fill rate".

"Every month we are adding new items to our 'year-round' organic list", added Dave Hewitt, director of sales at 4Earth Farms. "We just added year-round organic Brussels Sprouts, which brings our year-round organic offerings to over 40 SKU's in the 4Earth Farms label!"

Besides 4Earth Farms 40 organic SKU's, 4Earth Farms also offers an additional 60 organic SKU's and over 150 conventional SKU's and over 100 specialty produce items as well as offering value added services, private label packing and logistics.

#

COMPANY PROFILE

Founded 21 years ago in Los Angeles, California, 4EARTH FARMS is one of the largest vertically integrated Conventional, Organic, and Specialty grower-packer-shippers in the nation. 4EARTH FARMS supplies wholesale, private label, and foodservice produce to some of the largest retail and wholesale customers around the globe.

With incredibly efficient cross-dock, consolidation, and logistics, as well as state-of-the-art facilities and unparalleled food storage and safety standards, 4EARTH FARMS offers a 99.4% fulfillment rate on a bounty of produce made up of more than 150 year-round organic SKUs, 250 specialty products, and conventional fruits and vegetables, with its core items being Brussels Sprouts, Sugar Snap Peas, Snow Peas, and Green Beans. With many farm-direct programs, and strong grower relationships, 4Earth Farms cultivates more than 2,000 acres in Baja Mexico, mainland Mexico, Northern California, central California, Oregon, and Texas, and has direct relationships with growers in Chile, Taiwan, Thailand, China, and South Africa.

From farm to fork, 4Earth Farms is committed to environmental stewardship, corporate social responsibility, and the 21st-century principles: People. Produce. Planet.

MEDIA INQUIRIES

For background, interviews, images, and additional information, please contact Mark Munger, Vice President of Sales & Marketing, by phone 323 201 5800, fax 323 201 5780, or email markm@4earthfarms.com.

4earthfarms.com