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For Immediate Release

4EARTH FARMS HAS CONVENTIONAL IN THE BAG

LOS ANGELES, CA, - 4Earth Farms LLC is excited to announce the launch of three new conventional produce additions to its expansive retail package line. Packed in its signature bright green film, 4Earth Farms is now shipping conventional 1lb. Brussels Sprouts, 12oz Trimmed Green Beans and 8oz Sugar Snap Peas to its retail customers.

"After developing almost 60 new organic retail packs under the 4Earth Organics label over the past two years, we are now focusing attention on giving our conventional retail line the same treatment under the 4Earth Farms label," said 4Earth Farms Vice President of Sales and Marketing, Mark Munger. "For retailers wanting a stunning and consistent brand facing throughout their produce department, being able to offer organics, conventional and specialty items in consistent packaging with a family look is a huge benefit."

Added Munger, "We have seen tremendous success with this conventional packaging design within our club business, we are excited to now be bringing it to the retail grocery store in smaller packs."

4Earth Farms new conventional bags are packed in 12 count cases.

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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.