



Food to live by.

Earthbound Farm Milestones: 1984-2013

- 1984** Earthbound Farm is founded on a 2.5-acre backyard garden in Carmel Valley, CA, by Drew & Myra Goodman. Their first crop is organic raspberries, which they sell at their roadside stand.
- 1986** While still in its original Carmel Valley location, working out of the Goodmans' 600-square-foot home, Earthbound Farm becomes the first company to successfully launch pre-washed salad packaged for retail sale. The first blend was Mixed Baby Greens, quickly followed by Baby Spinach Salad, Asian Salad Mix, and Baby Romaine Salad. These became the foundation of the baby leaf salad category. Because of the success of these salads, Earthbound Farm is credited with popularizing spring mix salads.
- 1992** Earthbound Farm moves its operation to a 32-acre farm in Watsonville, CA (about 40 miles north of Carmel Valley) and builds a 9,000-square-foot production facility.
Earthbound Farm opens its Farm Stand in Carmel Valley, just down the road from the original farm.
- 1993** Earthbound Farm begins selling its salad greens to major food retailers, including Costco, Lucky, Safeway, and Albertson's.
- 1995** In December, Earthbound Farm partners with Mission Ranches, a group of third-generation farmers from the Salinas Valley. Mission Ranches brings 800 acres of organic farmland to the partnership.
- 1996** Earthbound Farm moves its headquarters and processing to a 25,000-square-foot facility in San Juan Bautista, CA. The company adds organic romaine hearts, broccoli, cauliflower, and celery to its line of organic salads — the first four in what would become an extensive line of organic vegetables.
- 1998** With 5,800 acres farmed organically, Earthbound Farm becomes the largest grower of organic produce in the country. It continues to hold that distinction today.
- 1999** Earthbound Farm begins to add organic fruit to its line of organic salads and vegetables.
- 2003** Earthbound Farm's line of organic salads, fruits, and vegetables expands to more than 100 items and its products become available in 75% of the nation's supermarkets.
Founders Drew and Myra Goodman receive Global Green USA's *Corporate Environmental Leadership Award*.
Earthbound Farm opens an organic café at its Farm Stand in Carmel Valley. It is the third certified organic kitchen in the US, serving organic prepared foods based on the seasonal harvest from its surrounding fields.
- 2004** Earthbound Farm receives the *Integrated Pest Management Innovator Award* from the California Department of Pesticide Regulation in recognition of its pioneering efforts to manage pests without the use of chemicals.

- 2005** Earthbound Farm receives two awards:
- The *California Governor's Environmental & Economic Leadership Award*, the state's highest environmental honor
 - The *Fresh Cut Produce Award*, presented by the International Fresh Cut Produce Association
- 2006** *Food to Live By: The Earthbound Farm Organic Cookbook*, a full-color cookbook featuring more than 260 recipes by co-founder Myra Goodman, is published by Workman Publishing.
- 2008** The majority of Earthbound Farm partner farmers begin to run their farming equipment on biodiesel.
- Earthbound Farm converts to post-consumer recycled cardboard for its salad cartons, which conserves annually*:
- 65,571 million BTUs (MMBTUs) of energy (about as much as 721 average homes use in a year)
 - 65,442,590 gallons of water (enough to fill about 99 Olympic swimming pools)
 - 165,409 trees
 - 21,109,321 pounds of carbon dioxide emissions (about as much CO₂ as 1,917 cars emit in a year)
 - 9,582,542 pounds of solid waste (about 342 fewer garbage truckloads sent to the landfill)
- Earthbound Farm's founders, Drew & Myra Goodman, are honored by the Organic Trade Association with the *Organic Industry Leadership Award*.
- 2009** Earthbound Farm starts making its salad clamshell packaging from post-consumer recycled (PCR) plastic. PCR plastic is made from plastic products, like soda and water bottles, that have been used and then recycled. Annually, compared to using virgin plastic*.
- HM Capital Partners, a sector-focused private equity firm based in Dallas, TX, becomes a partner in the company, investing resources and expertise to support Earthbound Farm's leadership and growth in the organic category.
- 2010** Myra Goodman's second cookbook, *The Earthbound Cook: 250 Recipes for Delicious Food and a Healthy Planet*, is published by Workman Publishing.
- 2011** Earthbound Farm launches new products outside of the produce aisle: a full line of 14 organic frozen fruits and vegetables.
- Earthbound Farm CEO Charles Sweat is honored as Ernst & Young's Entrepreneur of the Year 2011 Northern California in Food Products.
- 2012** Myra & Drew Goodman are inducted into the Social Venture Network's Hall of Fame as environmental evangelists.
- A photo of the Earthbound Farm baby lettuce harvester is included in the Smithsonian National Museum of American History's FOOD: Transforming the American Table 1950-2000 exhibit.
- Earthbound Farm is honored by National Food Safety International with the NSF Food Safety Leadership Award Winner for Systems Improvement.
- The Responsible Packaging Project awards Responsible Packaging Award to Earthbound Farm for new zip-top clamshell salad packages.
- 2013** Earthbound Farm helps offset the carbon emissions of its processing plant's energy usage every year by planting trees with American Forests. Since 1999, Earthbound Farm has planted more than 710,711 trees, which will absorb about 242,964 tons of CO₂ during their lifetimes.
- Earthbound Farm's organic farming on more than 53,000 acres will:
- Avoid use of over 620,000 pounds of toxic and persistent pesticides;
 - Avoid use of more than 18.4 million pounds of synthetic fertilizers;
 - Conserve an estimated 3 million gallons of petroleum by avoiding use of petroleum-based fertilizers and pesticides; and
 - Fight global warming by absorbing as much carbon dioxide, a greenhouse gas, as taking more than 12,600 cars off the road.

*Our environmental impact estimates were made using information from the Environmental Defense Fund's Paper Calculator.