



**FOR IMMEDIATE RELEASE**

**Media Contact:** Sylvia R. Tawse  
sylvia@freshideasgroup.com  
303-449-2108, ext. 11

## **Organic produce pioneer enters frozen foods market**

*Earthbound Farm launches line of 14 certified organic frozen fruits and vegetables*

SAN JUAN BAUTISTA, Calif. (Feb. 28, 2012) — Earthbound Farm, one of the country's leading organic food brands, has entered the frozen food aisle in U.S. grocery stores with its new line of 14 certified organic fruits and vegetables. All five fruit and nine vegetable offerings, sold in 10-ounce resealable packages, are grown in either North or South America and adhere to certified organic regulations as well as the company's own rigorous organic integrity and food safety programs. "This national launch is several years in the making to ensure organic and food safety integrity from farm to retailer," said Charles Sweat, CEO for Earthbound Farm.



Dedicated to making healthy, organic food accessible to all consumers, Earthbound Farm is featuring its frozen lineup at **Natural Products Expo West, March 9-11, 2012** in Anaheim, Calif. Earthbound Farm's new family of frozen fruits and vegetables launches at a time when consumers are increasing their purchases of frozen foods and eating at home more often, with more than seven in 10 meals (72 percent) now prepared in the home, according to a 2011 study on consumer trends by the NPD Group, a market research firm. And, according to Packaged Facts, a division of MarketResearch.com, the lingering recession is creating "a positive impact on the frozen foods markets, as consumers turn to the freezer aisles" to supplement more expensive items.



"Consumers trust Earthbound Farm as a heritage farmer and producer of fresh organic produce items, and our research tells us that consumers trust us to bring the same level of quality and organic integrity into the frozen set," said Judy Chen, chief marketing officer for Earthbound Farm. "It makes sense for Earthbound Farm to enter the freezer case at the same time consumers are seeking out organic foods that offer convenience along with high quality, great taste and are also healthy for their home cooking needs."

Earthbound Farm's frozen 10-ounce organic fruit varieties are Blueberries, Dark Sweet Cherries, Strawberries, Raspberries and Berry Basket Blend at a suggested retail price of \$4.19. The 10-ounce frozen organic vegetable products are Green Peas, Sweet Corn, Broccoli Florets, Diced Butternut Squash, California-Style Blend, Green Beans, Roasted Red Potatoes, Sugar Snap Peas and Spinach at a suggested retail price of \$2.29. All products come in gusseted, stand-up and resealable packaging with bright and colorful graphics designed to attract the attention of consumers in the freezer aisle.

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*Founded in 1984 on a 2.5-acre backyard garden, Earthbound Farm is now one of the nation's leading organic food companies. Earthbound Farm's nationally lauded food safety program is unparalleled in the produce industry. The company offers more than 100 varieties of certified organic salads, fruits and vegetables grown on nearly 40,000 acres by about 200 farmers. Taken together, Earthbound Farm's organic farming methods will keep more than 14 million pounds of conventional chemicals out of the soil, water and air during 2012 alone. For more information, visit Earthbound Farm's website at [www.ebfarm.com](http://www.ebfarm.com).*



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## **Earthbound Farm inaugurates Fruit Division**

*Organic food leader expands network of certified organic fruit growers, introduces organic mangos*

SAN JUAN BAUTISTA, Calif. (Jan. 17, 2012) — Earthbound Farm, one of the country's leading organic food brands, and provider of certified organic fruit since 1999, is expanding its fresh fruit program and formally launching its new Earthbound Farm Fruit Division. The program will allow for increased volume and consistency of quality throughout the year, while maintaining organic integrity and food safety standards from farm to retailer.

New this month, Earthbound Farm will offer organic mangos from as part of the program. In addition to partnering with domestic organic fruit producers, Earthbound Farm will make farmer-direct fruit available to retailers from Argentina, Brazil, Chile, Costa Rica, Dominican Republic, Ecuador, Europe, Haiti, Mexico and Peru. Infrastructure has been greatly expanded by Earthbound Farm, with multiple loading facilities now established across the U.S., ensuring quality, freshness and consistency of pack styles.

The Fruit Division will staff field offices in three countries initially: the U.S., Mexico and Argentina. Organic produce industry veteran **Ricardo Sardans** leads the Fruit Division as director of business development, where he is building upon the deep relationships he has developed with fruit growers throughout Latin America and the Caribbean. While the fruit division team is working out of the company's Palo Alto, Calif. offices, the team is working closely with the regional sales staff and the desk sales group in the company's San Juan Bautista, Calif. offices.



Customers will be able to load fruit directly from ports in Vineland, N.J., Long Beach, Calif., Laredo, Tex., and Nogales, Ariz. as well as at Earthbound Farm coolers in San Juan Bautista, Calif., and Yuma, Ariz. Already shipping are organic avocados, blueberries and cherries, with popular Tommy Atkins and Kent mangos from Peru just now shipping. Mangos will be quickly followed by apples and pears from South America.

"We're taking the model that's been so successful for us in organic salads and vegetables and applying it in earnest to organic fruit – building a network of certified organic growers who strictly abide by regulated and inspected organic practices while also adhering to our own organic integrity program and rigorous food safety protocols," said Charles Sweat, CEO for Earthbound Farm. "Today's health-conscious consumer increasingly wants more organic choices that are accessible and affordably priced year-round, and they trust the integrity that Earthbound Farm brings to a program like this."

Earthbound Farm's Fruit Division offers a year-round supply of certified organic apples, apricots, avocados, blackberries, blueberries, cherries, figs, assorted table grapes, kiwi, lemons, mangos, assorted melons, nectarines, oranges, papaya, peaches, pears, pineapple, plums, pomegranate, pomelo, raspberries, strawberries and tangelos.

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