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Media Contact: Samantha Cabaluna, (831) 622-3418

Earthbound Farm debuts new kit salad, dried fruit and more at PMA Fresh Summit

SAN JUAN BAUTISTA, Calif., (Oct. 14, 2008): Earthbound Farm, America's largest grower and shipper of organic produce and specialty salads, will be premiering an exciting line of new and expanded fruits and vegetables in booth 2059, at the Produce Marketing Association's Fresh Summit International Convention & Exposition, in Orlando, Fla., Oct. 24 – 27.

“Customers are always asking us what's new and exciting under our brand to keep their organic sets fresh, and so we're satisfying these requests by offering something new in every category at PMA this year,” said Tonya Antle, vice president of organic sales. “We're debuting new kit salad, new dried fruit and some new pack styles too. We can walk our full booth and have a multitude of exciting new items to talk about.”

Brand new to its dried fruit program are the delicious dried mangos, available in a 12-pack, 3-ounce recloseable bags, Antle said.

“The dried mangoes (and future releases) keep the line fresh and exciting by offering new and interesting flavor profiles for the consumer who is already buying our other dried fruit offerings and are eager for more,” she said. “It will be available in 12-count cartons and also in our new dried fruit shipper, which is preloaded, depending on the customers' needs.”

Earthbound Farm has also expanded customers' organic vegetables repertoire with its convenient jarred and mesh bagged onions, garlic, shallots and ginger.

Antle said prior to early October, Earthbound Farm only offered dried garlic in mesh bags. Now the line has been expanded allowing for more shelf impact.

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“This is now a year-round program on the jarred items, which is great for the consumer pressed for time who wants to have a gourmet dining experience at home,” she said. “They can utilize these without having to do lot of preparation.”

She said the bagged items would be available now through January.

“That will be of interest to consumers, especially during the holidays with all the cooking at home where they can either use the jarred or dried to prepare their meals,” Antle said.

Another new offering making its premier at PMA is the Earthbound Farm Broccolette, a cross between Chinese kale and broccoli that will inspire home cooks and chefs alike.

“Of the 150 organic growers in our program, broccoli is an important part in organic land crop rotation so it’s a natural to add Broccolette as an addition to our other broccoli pack styles that we offer,” she said.

Earthbound Farm is extending its dry kit line to accompany Harvest Blend by adding California Blend, which includes baby spinach, wild blueberries and sliced almonds, available in 4.9-ounce clamshells. Antle said the interest in the “dry kit” category is growing as consumers prefer to use their own favorite vinegar and oil to dress baby greens.

“We’re also showing our new baby Asian greens, which can be used as a salad or sauté,” she said. “It includes baby spinach, red and green chard and mizuna.”

She said Earthbound Farm is bringing its Carmel Valley farm stand products to the show in the form of a festive array of winter squashes, including butternut, carnival, sweet dumpling, delicata, golden acorn, kabocha, red kuri, spaghetti, swan white acorn and table queen acorn.

Antle said that Earthbound Farm is processing its Apple Slices, available in 6-count with 5 - 2-ounce bags, 8 count - 12-ounce bag and 200-count, 2-ounce foodservice packs, in its San Juan Bautista, Calif. facility for the first time.

“This will help extend the shelflife and make it more convenient to load with our other products,” she said. “What we’re trying to do with all these new items and line-extensions is keep the organic category fresh and exciting while rewarding the consumer with something new.”

Founded in 1984 on a 2½-acre backyard garden, Earthbound Farm today is the nation's largest grower and shipper of organic produce, offering 100+ varieties of organic salads, fruits, and vegetables grown by 150 farmers on more than 40,000 acres. For more information, visit the company's website at www.ebfarm.com.