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For Immediate Release

4EARTH FARMS LAUNCHES NEW ORGANICS LINE IN EXCLUSIVE VALUE-ADDED PACKAGING

LOS ANGELES, CA, May 4, 2016 — Southern California based 4EARTH FARMS announces the launch of their new organic retail line, packaged in unique paper/poly oversealed recyclable trays.

While oversealed tray packaging may not be new, how 4Earth Farms is doing it under its 4Earth Organics Label is. Using technology only available from European suppliers, 4Earth Farms is sealing its new organic line with laminated material comprised of recycled paper with a die cut window in the shape of its branded leaf pattern and an anti-fogging clear poly film.

“We discovered this beautiful film product while attending the Fruit Logistica Show in Berlin, and to our knowledge we are the only company using it with fresh produce,” said 4Earth’s Vice President of Sales and Marketing, Mark Munger. “The rich graphics and hand feel of the paper finish film are the perfect complement for our 4Earth Farms brand. It looks great on the shelf, and the technologies we are using also provide remarkable shelf life. This is packaging truly worthy of its contents.”

4Earth Farms initial launch of oversealed products includes Organic Brussels Sprouts, Green Beans, Sugar Snap Peas, Broccoli Florets and a Vegetable Medley of Broccoli, Cauliflower and Baby Carrots ranging from 8 to 12oz units.

Added Munger, “Because they fit in standard display racks or stand up vertically by themselves, we see our retail partners being very successful displaying them as a family on the shelf. They will not only provide a guaranteed ring but they will add another set of profitable SKU’s to our retail organic offering.”

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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.

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