



CONTACT:

Mark Munger
o. 323.201.5800
c. 831.345.6937
markm@4earthfarms.com

For Immediate Release

4EARTH FARMS LLC INTRODUCES ORGANIC MINI SWEET PEPPERS HANDLE BAG

LOS ANGELES, CA, - 4Earth Farms LLC is now offering its Organic Mini Sweet Peppers in a brand new, easy to merchandise 1lb. handle bag. This new pack is as bright and colorful as its contents and a wonderful addition to the 4Earth Organics retail offering.

Delicious to eat right out of the bag, roasted in the oven, or sautéed in an iron skillet, the ways to brighten the dinner table with the color and flavor of these sweet peppers are endless.

"We have seen tremendous growth in our Organic Mini Sweet Peppers sales over the past year," said 4Earth Farms Vice President of Sales and Marketing, Mark Munger. "This new handle bag pack will make merchandising them even easier for our retailers and is a wonderful addition to the full line of our 4Earth Organics retail products."

Added Munger, "We have been building our 4Earth Organics product line over the past several years to help solve the needs of our retailers. We have developed a family of packaging that looks great on the shelf, assures an organic ring, provides year-round quality and supply, while reducing shrink, and delivering profitable SKU's to the organic offering. This new pack does all this and more!"

4Earth Farms, 4Earth Organic Mini Sweet Peppers are packed in 12 / 1lb. cases.

#

#

#

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.