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**4EARTH FARMS (FORMERLY MCL FRESH, INC.) ASPIRES TO  
BECOME THE KINGS OF BRUSSELS SPROUTS**

LOS ANGELES, CA, — With 4EARTH FARMS' rebranding effort now well underway, the company (formerly MCL Fresh, Inc.) continues to generate excitement with new acreage and increased yields in both their Conventional and Organic Brussels Sprouts programs.

"As the popularity of Brussels Sprouts continues to grow, so does our commitment to expanding our sources and supplies" says 4EARTH FARMS CEO and co-founder David Lake. "Through strategic growing partnerships, increased acreage in both Mexico and California, as well as experimenting with different varieties of Brussels Sprouts, we have taken what has traditionally been a cold weather crop and successfully turned it into a year-round program."

"We are always looking for ways to help our customers drive sales, and providing consistent year-round supplies is our goal for all our core vegetable items," says Mark Munger - Vice President of Sales and Marketing. Adds Munger, "We focused our efforts last year on making our year-round Conventional Brussels Sprouts program a success, and now our energies are being focused on doing the same for our Organic Brussels Sprouts Program."

With organic products becoming increasingly mainstream and demand remaining high, the expansion Munger refers to encompasses an increase in the company's organic yield — including potatoes, pineapples, cabbage, green beans, cilantro, spinach, and kale. Says Anthony Innocenti, Vice President of Organic Sales, "I am not going to say that developing a year-round Organic Brussels Sprouts program has been easy, it has not. That said, but for a couple short gaps - we are very close to being there."

The company has cultivated a number of new Brussels Sprouts grower relationships in the past 6 months, adding to its more than 2,000 harvested acres in California and Baja California.

"While focusing on supply, we have also focused on providing 4EARTH FARMS Brussels Sprouts in a variety of ways," added Munger. "We are currently offering branded 4EARTH ORGANIC bags and clamshells, 4EARTH FARMS Conventional 1lb. and 2 lb. Pillow Packs, Brussels Sprouts on the Stalk, bulk cases for both Retail and Foodservice Customers, as well as we are fulfilling a number of private-label programs."

As one of the produce leaders in Los Angeles, 4EARTH FARMS also continues to deliver the superior core products that have galvanized their stellar reputation: Sugar Snap Peas, Green Beans, Snow Peas, and of course - Brussels Sprouts

For up-to-the-minute dispatches, crop reports, product specials, and news from the field, visit the new 4EARTH FARMS web portal at [4earthfarms.com](http://4earthfarms.com). Click deeper, and you'll find a rich vein of valuable information for the trade. After registering, subscribers will have access to informative, targeted publications delivered fresh to your inbox the day they're released. You can sign up for 4EARTH FARMS' dispatch reports — The Daily Dirt, and News 4 The Week — spotlighting up-to-the-minute crop reports, new product information. You can also gain access to the weekly pricing guides: The Organic Specials List and the Speciality Produce Top 20.

"Keeping our customers satisfied is job one, whether we're engaging in rapid innovation that responds to our customers' needs, or building new grower relationships that keep our great products coming," says Lake. "It all ladders up to our core passion: delivering our customers some of the best produce on earth."

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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, we are committed to environmental stewardship, corporate social responsibility, and the 21st-century principles: People. Produce. Planet.

## MEDIA INQUIRIES

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