



PRESS RELEASE

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EUROFRESH FARMS LAUNCHES LIFE CYCLE APPROACH™

Eurofresh Farms is growing greener this year with the launch of a company-wide initiative called the Life Cycle Approach™.

The initial effort in this new campaign involves converting white paper preprint boxes to kraft paper boxes, which are 40 percent recyclable.

“This is the first of many changes we will implement to reduce waste and be more environmentally sound in all of our operations,” said Dwight Ferguson CEO, Eurofresh Farms. “Eurofresh has long been known for growing great tasting “Certified Pesticide Free” tomatoes with a heavy emphasis on water and land conservation. Taking a hard look at how the packaging affects the water and land around us and across the US is a great next step.”

Why did the company start with boxes?

“Ninety percent of our boxes never see the store floor. They’re emptied and thrown away,” said Brett Burdsal, Marketing Manager. “When discarded, the current boxes discharge or leach chlorine based bleaching chemicals into the groundwater, which has significant environmental impact when you consider the large quantities involved.”

The company expects to completely convert to kraft boxes by mid-April.

Eurofresh Farms Inc. is the nation’s leading grower/marketer of premium quality, pesticide-free greenhouse tomatoes available to consumers every day of the year. The company’s products are sold in major supermarkets, club stores and specialty markets across the U.S.

Eurofresh Farms produces a consistent, high volume supply of tomatoes—TOV, Roma, cherry, Campari and English cucumbers in a 315-acre glass greenhouse complex in southern Arizona. Over the last decade, Eurofresh Farms has consistently received the annual ChefsBest™ Award for best-tasting tomato (<http://www.chefsbest.org>).

Eurofresh Inc.

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