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FOR IMMEDIATE RELEASE

Eurofresh Farms Presents 2008 Taylor Corn & Que Festival

Largest U.S. Greenhouse Produce Grower Gives Back to Northern Arizona Community

SNOWFLAKE, Ariz. (August 26, 2008) – Eurofresh Farms is pleased to be the presenting sponsor of the 3rd annual Town of Taylor's Corn & Que Festival, which will be held August 29 and 30, 2008 in the Taylor Rodeo Ground Pavilion, 202 West Center St. The Corn & Que is a partnership between the Arizona State Barbeque Championship and the Taylor Sweet Corn Festival organizations, where barbeque enthusiasts throughout Arizona will compete for an invitation to the Kansas City American Royal Competition and Jack Daniel's Competition, both of which are national events and require state championship titles to enter.

"Eurofresh Farms is happy to work alongside the communities of Snowflake and Taylor to again sponsor the Taylor Corn & Que. This is one way for our company to thank our communities and hard-working employees for their dedication to the company," said Dwight Ferguson, chief executive officer of Eurofresh Farms.

The Taylor Corn & Que is a Kansas City Barbeque Society sanctioned event where competitors will compete in four categories: Pork Ribs, Chicken, Brisket, and Pork. The championship will have winners in each category in addition to a grand champion of the entire event.

As part of the festivities, Eurofresh Farms also is sponsoring the first "Eurofresh Farms Salsa Festival," a competition on August 29, 2008 where craft salsa makers will compete for the title of "Arizona's tastiest salsa". In the salsa competition, Eurofresh tomatoes must be used as the main ingredient. In addition, there will be a barbeque sauce competition held at the same time.

"Due to their sponsorship in 2007, Eurofresh Farms truly made the Taylor Corn & Que Festival a success," said Shanna Shreve, event coordinator and partner of the Arizona Barbeque Association. "Eurofresh's contributions and continued support for the Snowflake community allows competitions like ours to happen. We expect more than 16,000 participants this year that are hungry for barbeque and Eurofresh salsa, so the Arizona Barbeque Association appreciates all the help we can get."

"Eurofresh Farms is extremely proud to support this healthy competition and give back to Snowflake and Taylor," said Robert Erwin, general manager of Eurofresh Farms' Snowflake operation. "Without the community and employee support, Eurofresh Farms could not be a leading producer of fresh tomatoes and cucumbers year-round."

For more information about the Taylor Corn & Que, please visit www.taylorcornandque.com.

ABOUT EUROFRESH FARMS:

Eurofresh Farms is the leading year-round producer and marketer of greenhouse tomatoes in the United States and a leading innovator in the branded, high-end fresh tomato, cucumber and pepper industry. Premium quality and certified pesticide-free products are grown with care in one of the world's largest greenhouse complexes with abundant Arizona sunlight. Eurofresh's two greenhouses cover more than 318 acres in Willcox and Snowflake, Ariz. For more information, visit www.eurofresh.com or call (520) 384-4621.

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