

MEDIA NOTE:
Industry experts available for interviews

Savoy Spinach Ready to Ship
Savoy variety offers alternative to recalled flat leaf spinach

FOR IMMEDIATE RELEASE

SEPTEMBER 22, 2006

Savoy Spinach, also known as curly spinach, is ready for shipment as soon as the FDA gives its approval. Savoy Spinach is both grown in a different region and handled differently than the California flat leaf spinach that was found to contain e-coli, spurring the ban on all spinach sales late last week.

“Savoy Spinach is primarily grown in the near west, eastern and southern parts of the United States,” said Michael Fechter, vice president of Tosca Ltd., which supplies containers to 95% of the Savoy Spinach market nationally. “Restaurants throughout the United States use Savoy Spinach, but many consumers don’t realize there is an alternative to flat leaf spinach.”

While Savoy Spinach growers are being seriously impacted by the ban on all spinach sales, Dondee Lindenborn of Pentagon Produce in Uvalde, Texas says he believes that when the ban is lifted, consumers will find Savoy Spinach to be a good alternative to flat leaf spinach. “We offer a high quality, great tasting product that offers consumers a choice over flat leaf spinach.”

In addition to being grown in a different part of the country, once harvested, Savoy Spinach is placed in highly sophisticated, ice-packed, sanitized containers designed specifically to handle Savoy Spinach as it is sent to re-packers in the produce industry. “Safety and nutrition are key focus areas for us,” said Jennifer Verdelli, director of sales for Verdelli Farms of Harrisburg, Pennsylvania. “The containers the Savoy industry uses helps ensure the safety and the quality of the product,” Fechter said.

In comparison, flat leaf spinach is grown on the West Coast and the majority is hauled in bulk to nearby processing / packaging plants.

“We are ready to go with product as soon as we are allowed to ship,” said David and Martha Schreck of Action Produce LLC in Center, Colorado. “We view this ban as a temporary setback, but also as an opportunity to educate the public about what we have to offer.”

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NOTE: Industry experts are available for interviews. Please contact the following for arrangements:

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