



FOR IMMEDIATE RELEASE

Sutherland Produce Organic Citrus Program Enters Peak Season with Expanded Rucker Homestead Offerings

EL CAJON, California - - December 15, 2014 – Sutherland Produce Sales Inc. (Sutherland Produce), sales agent and distributor of organic fruit and vegetables, announced today the availability of lemons, grapefruit, Minneola and Orlando Tangelos from its long-time exclusive grower, packer and brand Rucker Homestead.

Rucker Homestead began packing lemons four weeks ago. Grapefruit was packed this week. The first crop of Minneola will be harvested in about ten days. Buyers can expect to begin loading right after Christmas into March with pricing comparable to last year.

“We have a great quality crop this year - - especially the Minneola’s - - nice size and fruit set,” said Odilon Anguiano, Organic Sales Manager for Sutherland Produce. “Promotional opportunities are welcomed now through January,” he added.

Because the Rucker Homestead farm is located in Southern California’s Coachella Valley, much of the drought conditions that have impacted farming in California’s Central Valley have had little effect on Rucker, which relies on the Colorado River for its main source of water. “Ideal growing conditions, consistent water supply, proper pruning and a focus on soil fertility has contributed to a Minneola crop that’s about 3X the fruit over last year,” said Bruce Rucker. “The colder nights forecast for next week will further develop the sugar content and color of our featured Minneola crop. Overall, we think buyers and their customers will be very pleased with this year’s citrus crop,” he concluded.



Sutherland Produce has sold Rucker Homestead citrus since 1987. Rucker also produces organic red, green and black seedless table grapes.



About Sutherland Produce

Sutherland Produce is a privately-held sales agent and distributor of a wide variety of organic fruit and vegetables. The company was founded in 1987 by Bill Sutherland who is widely considered a true pioneer in organics. Today, the company serves customers ranging from small regional wholesalers and distributors to leading retailers like Whole Foods Market. Sutherland Produce is headquartered in El Cajon, California and has operations in Monterey County, San Joaquin Valley and Coachella Valley, California. It currently represents growers from Washington, Oregon, California and Mexico. It is the proud recipient of the prestigious “XXXX” Blue Book rating and a trading member since 2004.

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Contact:

Chris Ford

Vice President

press@sutherlandproduce.com

Tel: +1 831.917.7321

Fax: +1 831.298.7017

