



SUTHERLAND NEWS FLASH

Sutherland's Stukel Mountain Organic Potatoes Earn Top, "Best" Rating in Whole Foods® Market's "Responsibly Grown" Program.

EL CAJON, California - - September 25, 2015 – Sutherland Produce Sales Inc. (Sutherland Produce) sales agent and distributor of organic fruit and vegetables, and grower partner, Carleton Organics, have received the highest possible award for Stukel Mountain organic potatoes under the Whole Foods Market Responsibly Grown program, which evaluates and rewards growers who prohibit the use of harmful chemicals and who implement practices that protect human health and the environment.

The rating and labeling system, which includes classifications of Unrated, Good, Better and Best, is designed to provide shoppers with an "at-a-glance" rating on produce grown with sustainable farming practices. Sutherland's Stukel Mountain potatoes received the Best rating for:

- 16 farming practices to protect the air, soil, water and human health
- No Whole Foods Market® prohibited pesticides (PDF)
- GMO transparency
- No irradiation
- No biosolids
- Water and energy conservation
- Advanced soil health
- Protecting rivers, lakes and oceans
- Farmworker health and safety

"This (Best Rating) is a significant achievement that will be celebrated in our stores," stated Robin Foster, Team Leader, Responsibly Grown, Whole Foods Market. "We are very honored by this top rating, said Chris Ford, vice president, Sutherland Produce. It was certainly a team effort that involved everyone at Carleton Organics, the Malin CO-OP and Sutherland," he concluded.

The Responsibly Grown rating system was developed by Whole Foods Market to address the serious challenges facing agriculture today in regards to pesticides, fresh water, soil erosion, greenhouse gas emissions and declining pollinators. It was created to complement, not replace, existing labeling on produce and flowers.

For more on the Responsibly Grown rating system go to: <http://www.wholefoodsmarket.com/responsibly-grown>

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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