



FOR IMMEDIATE RELEASE

Sutherland Produce Launches Expanded 2015/2016 Organic Potato Program with Stukel Mountain Brand

EL CAJON, California - - September 8, 2015 – Sutherland Produce Sales Inc. (Sutherland Produce), sales agent and distributor of organic fruit and vegetables, announced today the availability of its 2015/2016 lineup of Stukel Mountain organic potatoes including a full complement of Red, Russet and Yellow as well as some new additions, including specialty varieties like Russian Banana Fingerlings and Huckleberry Purple from grower partner, Carleton Organics.

Stukel Mountain organic potatoes are grown on approximately 1500 acres in the heart of the Klamath Basin outside the small town of Merrill, Oregon. Last year the Malin COOP constructed an \$8 million, state-of-the-art packing facility that now washes, polishes, optically sorts and analyzes the potatoes by computer for consistent size, shape and quality before packing. Housed in a 40,000 foot facility in Merrill, the system dramatically speeds the processing and packing operation to improve time to market and ultimately, quality and freshness. Buyers can begin loading Stukel Mountain potatoes now with continuing supplies available through May of next year.

“The Carleton family is truly a great partner, said Chris Ford, Sutherland’s Vice President of Operations & Marketing. For generations, their responsible farming practices have consistently produced potatoes of the highest quality. Their latest investment in this high tech packing system further demonstrates the family’s dedication and determination to be a leader in the field not only today, but for generations to come,” he concluded.

“We’re very pleased with this year’s crop despite below normal precipitation and prolonged drought conditions in South Central Oregon, stated Jim Carleton. The size, quality and quantity of this year’s harvest is excellent. With our new packing system fully operational, we’re very excited to experience its full potential this season,” he concluded.

According to the company, Sutherland Produce expanded its Stukel Mountain program this year adding acreage and growers as a result of the increased capabilities of the new packing system and growing consumer demand for organics. It is said to be looking to expand its customer base as well and is currently offering attractive promotions to coincide with peak holiday consumption. For contract and promotional opportunities, buyers should contact Odilon Anguiano, Organic Sales, Sutherland Produce.

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.



Carleton Organics – Klamath Basin, OR



\$8 million computerized packing system



Packed Stukel Mountain Potatoes

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