



FOR IMMEDIATE RELEASE

Contact:

Heather Burnett, 317.231.0095, hburnett@burkhartmarketing.com

The Produce Mom® Welcomes North Bay Produce, Inc. to Family of Partners

INDIANAPOLIS, Indiana (December 11, 2014) – The Produce Mom is pleased to announce the addition of North Bay Produce, Inc. to her family of trusted partners. North Bay offers its customers a year-round supply of a variety of fresh produce, thanks to its network of domestic and Latin American growers.

“There’s so much culture represented in this company,” said Lori Taylor, The Produce Mom. “Together we will raise consumer confidence and understanding of import produce.”

“Fresh from the Farm, Year Around” is more than a slogan to North Bay. The company currently offers customers a year-round supply of apples, asparagus, blackberries, snow peas, sugar snap peas and blueberries. Blueberries are one of North Bay’s signature items. The company’s ready-to-eat blueberry snack packs were featured during one of The Produce Mom’s Indy Style segments this summer. North Bay supplies customers with blueberries from its domestic growers spring through fall, then imports fresh blueberries from its Latin American growers during the winter months. Raspberries are offered seasonally, September through June.

“North Bay Produce is committed to providing the world with an uninterrupted supply of high-quality produce,” said Sharon Robb, National Marketing Manager for North Bay. “Partnering with The Produce Mom will allow us to better educate consumers on the year-round freshness, availability and safety of produce.”

The “Let’s Move Salad Bars to Schools” initiative, a public health campaign to increase salad bars in schools across the country, is another common goal for the two companies. Mark Girardin, President of North Bay Produce, is a Midwest campaign co-chair for the initiative and serves as a captain for the state of Michigan. Taylor takes every opportunity to promote the initiative, whether it’s on her Indy Style morning show segment, her blog or at a speaking engagement such as The Indiana School Nutrition Association Conference.

About North Bay Produce, Inc.

North Bay Produce, Inc. is an international, grower-owned, year-round, fresh produce marketing and distribution cooperative, headquartered in Traverse City, Michigan. The company’s twenty-three stockholders are located in Argentina, Chile, Costa Rica, Guatemala, Mexico, Peru and the United States. It was formed in 1991 by Wilderness Fresh Produce, a division of Cherry Central Cooperative, Inc., and its Latin American Partners. Ninety-percent of the company’s customers are based in the United States. Large retail chains and small retailers make up 85 percent of its U.S. customer base.

www.northbayproduce.com

About The Produce Mom®

Launched in January 2012, The Produce Mom is the official blog and consumer brand of Indianapolis Fruit Company, a supplier of fresh fruits and vegetables to retailers in more than 14 Midwestern states. The blog is authored by Lori Taylor, Marketing Manager, wife and mother. She combines her professional and personal experiences to share relevant industry knowledge with consumers.

The Produce Mom provides consumers with information on how to select, store and serve fruits and vegetables through resources such as the **Find Your Favorite®** elementary school education program, the **Produce Mom Picks®** initiative in grocery stores and restaurants, an online recipe directory, blog posts, social media and partnerships with fruit and vegetable suppliers.

As The Produce Mom, Lori has received national recognitions, including the top 40 Under Forty from Produce Business Magazine, Fruit & Veggies—More Matters Industry Champion by Produce for Better Health Foundation, Walt Disney Kids Concern, Well Dunn Recipient by the WNBA Indiana Fever, Woman of Influence by the National Center of Excellence in Women's Health, Indiana's Most Influential Dame at the Social Media Summit, a community partner for the Indianapolis Public Schools' Foodservice Department and one of the most influential produce industry professionals in the "Packer 25" by leading trade journal, *The Packer*.

www.theproducemom.com

www.findyourfavorite.com

www.facebook.com/theproducemom

www.twitter.com/producemom

Attachment: North Bay Blueberry Infographic

####