



Company Backgrounder

Earthbound Farm, based in San Juan Bautista, Calif., is a leading organic food company bringing the benefits of fresh, flavorful and healthy organic foods to as many people as possible. From its signature Spring Mix to its fresh and frozen fruit and vegetables, herbs and snacks, Earthbound offers an array of tasty and nutritious food with the goal of making a healthy difference in the way America eats. Whether fresh, frozen, dried, or packaged, Earthbound specializes in growing food from the soil organically, fostering the health and harmony of the ecosystem.

Strong Roots, Earth Bound

Earthbound Farm's story is rooted in good nature and positive mission. Founders Drew and Myra Goodman were young transplants from Manhattan who settled on a 2.5-acre raspberry farm in California in 1984. They had no farming experience, but were indeed earth bound and drawn to the natural beauty and richness of the land. Shocked upon learning how toxic, synthetic chemicals were used in managing conventional produce, the Goodman's decided to commit themselves to working the land and growing food organically — food they would eat themselves and proudly serve to family and friends. That labor of love became Earthbound Farm. And like any happy plant, it grew.

In 1986, Earthbound became the first company to successfully launch prewashed, packaged salad for retail sale. Sparking a “salad revolution,” Earthbound introduced its signature Spring Mix to restaurants and supermarkets, which garnered great enthusiasm and increasing demand. In another pioneering move in 2008, Earthbound converted to post-consumer recycled cardboard for its salad cartons, and in 2009 started making its salad clamshell packaging from post-consumer recycled (PCR) plastic.

Today, Earthbound is the country's largest grower of organic produce. Gourmet greens and packaged salads are now a grocery store staple. And Earthbound continually finds innovative ways to bring convenient, healthy options to families, from frozen products to Power Meals to kids' snacks. Yet as the company grows beyond the produce aisle, it remains planted in its original mission of providing pure, organic food from the earth.

Catalyst for Positive Change

Ever since Earthbound was a seedling, it has been at the forefront of social responsibility and environmentally sustainable practices, stemming from that wholesome word: organic. Earthbound recognizes organic produce is healthier for our bodies and friendlier to our environment. Long before the organic food movement went mainstream, Earthbound decided to work *with* nature instead of against it by incorporating environmentally friendly alternatives to the toxic chemicals used in conventional agriculture.

In order to ensure fresh, high-quality produce year-round, Earthbound grows its fruits and vegetables in different locations by season, all of which are subject to some of the industry's most rigorous food safety and organic integrity programs.

Earthbound's dedication to positive change extends beyond its organic products to nurturing surrounding communities. Among many examples, Earthbound offers academic scholarships, supports nonprofit charity donations nominated by employees and provides farm-fresh produce to local schools and hospitals.

Visitors to Earthbound's own community in Carmel Valley, Calif. are encouraged to explore Earthbound's local gardens and enjoy the original Farm Stand, a symbol for how pioneers can plant small and make a big difference.

