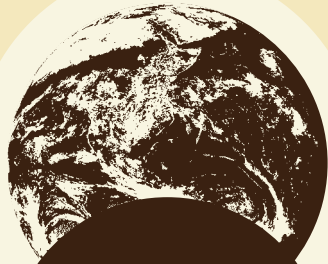


NEW!



FAIR EARTH
farms

The bag is made from plants and is fully compostable.

Category Insights

- Salad Kits are the largest and second fastest growing segment of Packaged Salads
- Organic Salads have a **20.9%** Dollar Share of the Category
- Organic Salad Kits are the fastest growing segment of Organics

*Source: IRI, 52 Weeks Ending 12/26/21, Total US

Consumer Insights

- Packaged Salad category shoppers average 43 years of age with a Household size of 1-2 people
- **Fair Earth Farms'** consumers will be:
 - o Younger (25-44)
 - o Heavy users of packaged salads
 - o Highly engaged with organic foods
 - o Very interested in sustainable packaging
 - o Keen on trying new flavors and ingredients

Source: Boskovich Farms New Brands Concept + Pricing Research Report*, Diagnostic Measurement, July, 2021

Product Introduction

- Introducing **Fair Earth Farms** Organic Salad Kits and Salad Greens
 - o A category first! Fully Compostable for Packaged Salads
 - o Made from plant-based materials and printed using water-based inks that will break down into rich, organic soil
 - o Certified by BPI, the global standard for composting substantiation
 - o How2Compost emblem, an on pack designation that informs consumers that the packaging is certifiably compostable
 - o Certified Organic by CCOF
- Appealing flavors and salad enhancing organic ingredients like Quinoa, Walnuts, Cashews and Coconut Chips
- Consumers loved them! And almost 2/3 were willing to pay 46¢ or more for a Packaged Salad in Compostable Packaging*! An opportunity to trade consumers up.

*Boskovich National Consumer Online Survey; N=151; Current Packaged Salad Shoppers; August, 2022

Launch Details

- Shelf Life – P+14 Days
- Sample Availability – Immediate
- **First Ship – Q3, 2022**

Sales Contact Information

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*Not in backyard Composting programs for this bag may not work in your area.

Organic Salad Kits

Organic Honey Coconut Cashew 11.45 oz.



Consumer Unit Code

Organic Superfood Crunch 9.5 oz.



Consumer Unit Code

Organic Salad Greens

Organic Baby Spinach 5 oz.



Consumer Unit Code

Organic Spring Mix 5 oz.



Consumer Unit Code

Organic Baby Arugula 5 oz.



Consumer Unit Code

Organic Power Greens 5 oz.



Consumer Unit Code

FG#	PRODUCT DESCRIPTION	OUNCES	CASE PACK	UPC	GTIN	WEIGHT (LBS.)	LxWxH	CASE CUBE	SHIPPING CASE WT (LBS.)	CASES/ LAYER	LAYERS/ PALLET	CASES PER PALLET	PALLET HEIGHT	PALLET WT (LBS.)
27536	Organic Honey Coconut Cashew	11.45 oz	6	8-40106-6009-22	00840106600922	4.2937	13 x 11 x 8"	0.65"	1.00	12	11	132	89"	600
27538	Organic Superfood Crunch	9.5 oz	6	8-40106-6009-60	00840106600960	3.5625	15 x 12 x 8"	0.80"	1.00	11	10	110	82"	315
24105	Organic - Baby Spinach	5 oz	6	8-40106-6004-41	00840106600441	2	15 x 12 x 8"	0.80"	1.00	11	10	110	82"	315
24101	Organic - Baby Arugula	5 oz	6	8-40106-6003-97	00840106600397	2	15 x 12 x 8"	0.80"	1.00	11	10	110	82"	315
24104	Organic - Power Greens	5 oz	6	8-40106-6004-27	00840106600427	2	15 x 12 x 8"	0.80"	1.00	11	10	110	82"	315
24103	Organic - Spring Mix	5 oz	6	8-40106-6004-10	00840106600410	2	15 x 12 x 8"	0.80"	1.00	11	10	110	82"	315