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Earthcycle and Four Seasons Produce set to launch Organic Packaging Program on Earth Day

Vancouver, BC – Earthcycle Packaging is pleased to announce that Four Seasons Produce Inc., one of the largest independent produce wholesalers in the United States, will be using Earthcycle's signature compostable produce trays for Four Seasons' entire organic packaging program, launching on Earth Day, April 22, 2007.

"We are thrilled Earthcycle has joined forces with Four Seasons' organic packaged program," explains Shannon Boase, President, Earthcycle. "This initiative aims to help consumers discover, understand and seek out good quality organic products – from the produce to the packaging, while establishing a reliable and consistent presence in various markets."

Located in Pennsylvania and established in 1976, Four Seasons has built a strong reputation providing a full-line of top-quality produce and retail service solutions for independent retail supermarkets, chain supermarkets, food service establishments including school systems, retirement homes, hospitals and restaurants. Having entered into the organic market in 1996, the fast growing demand for the company's organic products speaks to Four Seasons' strictly enforced regulations in the company's state-of-the-art facility certified to handle organics where every associate is thoroughly schooled to maintain the quality and integrity of its organic products.

"Four Seasons organic products have grown to represent more than 20 percent of our total product turnover," says Daniel Chirico, Vice President Business Development, Four Seasons. "This tells us there is a significant consumer demand for organic products – it is a growing trend that continues to rise at a rapid rate. Four Seasons' packaged organic program *Organic Made Easy* provides retailers with a turn-key solution for this growing demand. We were thrilled to have discovered Earthcycle Packaging, a product that truly aligns with our company's organic roots."

Since its inception in November 2005, Earthcycle's compostable packaging, made of palm fiber, has proven to be a smart, organic and eco-friendly way of reducing the ever-growing packaging crisis that is amongst the chief contributors

to North America's mounting waste problem. Palm fiber – formerly considered a waste product and incinerated – is an agricultural biomass that composts in less than 90-days, turning into a healthy contribution to the soil. Having gained immediate momentum in the US – Earthcycle's packaging is currently being used in select Wal-Mart, Whole Foods, Publix, Wild Oats, Capers and Henry's Store locations.

"Four Seasons' organic packaged program will launch just in time for Earth Day," explains Chirico. "What better time to raise awareness for an organic program that helps protect the natural world that sustains us."

Earthcycle's trays will be used in the Four Seasons' organic packaged fruit and vegetable programs, available at select retailers throughout the Mid-Atlantic States, on April 22, 2007.

Earth Day was founded in 1970 to spark a revolution against environmental abuse and promote environmental citizenship and year round progressive action worldwide. Earth Day is the only event celebrated simultaneously around the globe by people of all backgrounds, faiths and nationalities. More than a half billion people participate in Earth Day campaigns every year.

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To learn where you can shop for Four Seasons and Earthcycle's organic packaged program, please visit www.fsproduce.com.

To learn how you can get involved with Earthcycle, please visit www.earthcycle.com.

To learn about Earth Day events, campaigns and activities in your community, please visit www.earthday.net.

Reference:

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