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Food Alliance Announces Partnership with Burgerville

Northwest Fast-Food Restaurant First in Nation to Adopt Third Party Certification

PORTLAND, OR--February 23, 2004 Food Alliance, one of the nation's leading certification organizations for environmentally friendly and socially responsible agricultural practices, has added a Northwest dining favorite to its member roster, Vancouver, Wash.-based Burgerville Restaurants. Burgerville is the first fast-food chain in the nation to join Food Alliance, agreeing to adopt Food Alliance's third party certification standards to guide its selection of ingredient suppliers.

"Our commitment to sustaining Northwest food producers has long been reflected in our development and marketing of seasonal menu items that showcase high quality, locally grown ingredients," says Burgerville president Tom Mears. "Partnering with Food Alliance takes our commitment to high quality ingredients, sustainable agriculture and healthy food systems a step further. As a result, we believe many of our suppliers will follow our lead and take the steps necessary to become Food Alliance certified."

Burgerville's partnership adds 39 restaurant units to Food Alliance, bringing the number of participating restaurants to 61, and expands Food Alliance's visibility into an accessible dining market, where people eat out frequently and are equally concerned about the quality of ingredients.

"Joining Food Alliance demonstrates Burgerville's resounding dedication to serving the best ingredients available," says Food Alliance executive director Scott Exo. "Burgerville is one of the Northwest's most beloved restaurant brands. Our partnership with this restaurant company expands our ability to recruit and certify new food producers who are interested in a relationship with Burgerville."

The first Food Alliance certified supplier to be adopted by Burgerville is Oregon Country Beef. Oregon Country Beef is a 40-ranch co-op of beef producers raising healthy beef in harmony and balance with nature, which includes: vegetarian diets of grass and grain, open range grazing, and raising cattle from birth without hormones or antibiotics. Burgerville is now using Oregon Country Beef in all of its burgers making it the first fast-food restaurant in the Pacific Northwest to serve natural beef burgers.

About Burgerville

Founded in 1961, family-owned Burgerville (www.burgerville.com) is a division of The Holland, Inc., based in Vancouver, Wash. With more than 1600 employees and 39 restaurants located in Oregon and SW Washington, the company's sustained growth is a testament to its popularity among consumers who can count on the highest quality products and quick and friendly service.