



FOR IMMEDIATE RELEASE

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Local and Sustainable Apricots, Plums, and Prunes Feed the Big Apple

**With certification of Red Jacket Orchards, Food Alliance Certified products
now available in New York region.**

Geneva, New York: Red Jacket Orchards, a third-generation, family-run business in upstate New York, has demonstrated its commitment to social and environmental responsibility by earning certification from Food Alliance for its sustainable agriculture and food handling practices. The result is a bumper crop of certified apricots, plums, and prunes now in the New York City Greenmarket and metro area retail stores.

This milestone coincides with the 50th anniversary of Red Jacket Orchards, which manages over 600 acres of tree fruit production, fruit packing, and processing. "Sustaining our family's business for the future was behind our decision to become Food Alliance Certified" says Mark Nicholson, Red Jacket's Executive Vice President. "The range of issues Food Alliance covers - water, labor, waste, energy, and wildlife make it the most comprehensive third-party certification program in North America for sustainably produced food, which is why we chose to work with them. At Red Jacket we believe if you do something, do it properly and with integrity and Food Alliance's sustainable certification fits these values."

Food Alliance certification verifies that Red Jacket Orchards' farm operations meet high standards for soil and water conservation, safe and fair working conditions, responsible pest and nutrient management, protection of wildlife habitat, and other agricultural concerns. The company's packing facilities are certified to similar criteria plus specific facility management issues like solid waste and recycling, energy conservation and reduction of toxic materials.

"New Yorkers can now look for the Food Alliance Certified seal on products like Red Jacket apricots and know that their social and environmental marketing claims are genuine" says Food Alliance Executive Director Scott Exo. "Through this certification,

The Nicholsons are directly addressing the public's concerns about how food is produced."

Food Alliance Certified apricots, plums, and prunes from Red Jacket Orchards are available now at NYC Greenmarkets, and at retail stores such as Whole Foods, Wegmans, Fresh Direct, Price Chopper, Tops, King Kullen, Food Emporium, Fairway, ShopRite, Red Jacket Orchards farm stand, and other Metro NY Gourmet retailers.

About Food Alliance

Food Alliance is a non-profit organization founded in 1997 that certifies farms, ranches, food processors and distributors for sustainable agriculture and production practices. Businesses that meet Food Alliance's standards, as determined by a third-party site inspection, use certification to make credible claims for social and environmental responsibility, differentiating their products and strengthening their brands. There are over 320 Food Alliance certified farms and ranches in 23 United States, Canada, and Mexico. These producers manage over 5.6 million acres of range and farm land, raising beef, lamb, pork, poultry, dairy products, wheat, and a wide variety of fruits and vegetables.

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