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FOR IMMEDIATE RELEASE

Deardorff-Jackson Company Announces Name Change and Launches Organic Label

September 15, 2006, Oxnard, CA -- Deardorff-Jackson Company announced today that it has changed its name to Deardorff Family Farms and debuted a new slogan: *Sustainable Farming for a Healthier Life*.

The Deardorff and Jackson families joined forces in 1944 to establish what would grow to become one of the most recognized and well-regarded names in the produce industry. The new name and slogan honor four generations of family commitment to the produce industry and identifies the future path of the company.

“The name change is about defining who we are and what we do,” said Tom Deardorff, II, president of Deardorff Family Farms. “My father, uncle, grandfather and great-grandfather earned a reputation for the Deardorff name that was based on hard work, honesty and integrity. We proudly carry the Deardorff name and will continue to honor their efforts with a commitment to ensuring environmental and community health.”

The new slogan is in place after years of organic farming research and development. New practices are now in operation that employ a much lighter impact on the environment and generate bountiful, great-tasting produce. Deardorff Family Farms is dedicated to reducing chemical use, improving water quality and conservation as well as promoting natural fertility.

The organic and pesticide-free produce items will be shipped under the new Deardorff Family Farms label. New versions of the established labels will be released later this year. Celery, romaine, cabbage and other mix vegetable items will ship under a redesigned Sir William label beginning this November. The Highland Ranch label, used for its vine-ripe tomatoes and vine-ripe roma tomatoes, will receive a new look in June 2007. Customers may notice a mix of old and new labels in the transition as the company uses the last of its old printed inventory.

Sustainability practices do not stop in the field. Scott Deardorff, secretary of the company, explains “In every aspect of our business we strive to make decisions that will take care of the three P’s of sustainable farming – the people, the planet and the profits.” Deardorff Family Farms provides health insurance for all its employees, pays competitive wages and has procedures in place to ensure a safe and productive work environment.

Deardorff Family Farms was established in 1937. For nearly seventy years they have farmed Central and Southern California soil. Their produce items can be packaged and shipped worldwide.

Sustainable Farming for a Healthier Life!

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