



BrightFarms Announces Aggressive Growth Strategy for National Expansion

*BrightFarms actively planning three new greenhouses
in New England, New York and North Carolina*

Irvington, NY – February 25, 2019 – BrightFarms, the No. 1 brand of locally grown packaged salads, has announced plans for national expansion with new sustainable greenhouse farms in New England (Central MA), New York (Hudson Valley) and North Carolina. The new greenhouses will each be 280,000 square feet and sit on 20 acres of land. Each greenhouse is expected to create around 55 full-time “green-collar” jobs for residents, offering competitive wages and benefits.

The three new greenhouses will further the brand’s presence and add to BrightFarm’s network of local and sustainable farms across the Mid-Atlantic and into the South. The company currently operates greenhouses in Illinois, Ohio, Pennsylvania and Virginia, supplying major retailers in a dozen major metro markets.

In order to more rapidly meet retailer demands for locally grown produce, BrightFarms will also explore acquisitions and partnerships with existing greenhouse growers in each of the new markets.

“We are committed to transforming the produce category to provide the freshest, tastiest and most responsibly grown produce,” said Paul Lightfoot, CEO of BrightFarms. “Consumers are placing high demand for locally grown, fresh salads. With local greenhouses across the Mid-Atlantic and growing, BrightFarms is well positioned to meet these demands for national retailers.”

BrightFarms plans to break ground on the new greenhouses by year’s end, with production starting in the spring of 2020. The greenhouses will each produce more than two million pounds of fresh, leafy salad greens and herbs per year while using an estimated 80 percent less water, 90 percent less land and 95 percent less shipping fuel than West Coast farms.

BrightFarms’ national expansion follows the announcement of its successful Series D financing, where the company raised \$55 million, and the addition of its new CFO, Steve Campione. Campione’s substantial experience in raising capital and making strategic acquisitions will support the company’s aggressive expansion.

For more information about BrightFarms, visit <https://www.brightfarms.com>.

About BrightFarms

BrightFarms grows local produce, nationwide. BrightFarms finances, builds, and operates local greenhouse farms in partnership with supermarkets, cities, capital sources, and vendors, enabling it to quickly and efficiently eliminate time, distance, and costs from the food supply chain. BrightFarms’ growing methods, a model for the future of scalable, sustainable local farming, uses far less energy, land and water than long distance, centralized and field grown agriculture. Fast Company recognizes BrightFarms as “One of World’s 50 Most Innovative Companies” and one of the “Top 10 Most Innovative Companies in Food” in the world. For more information, please visit www.brightfarms.com.



Media Inquiries:

Amanda Mantiply

Abel Communications for Bright Farms

443-961-2418

amanda@abelcommunications.com