



BrightFarms' CEO Paul Lightfoot Joins Romaine Task Force to Improve Food Safety

Irvington, NY -- February 2019 – BrightFarms' CEO Paul Lightfoot has accepted an invitation to join the recently formed Romaine/Food Safety Taskforce (the "Task Force") on which the United Fresh Produce Association and the Produce Marketing Association have been working diligently since late 2018.

The Task Force is comprised of a cross-functional group of executive industry leaders, experts from academia and other disciplines, and government officials from the Centers for Disease Control and Prevention, the Food and Drug Administration, and state departments of health and agriculture. The Task Force is charged with creating learnings for the industry to prevent future outbreaks and to increase consumer confidence through improved food safety response and effectiveness.

"Food safety is always a top priority for BrightFarms, so I look forward to supporting the industry's efforts to improve the safety of the salad supply chain," said Paul Lightfoot. "There are specific steps that companies in the salad supply chain can and should take to reduce the risks of pathogen exposure, to reduce the spread of outbreaks, and to improve transparency and traceability. BrightFarms is proud to be a founding member of a coalition of controlled environment salad producers that are bringing structural safety advances to the salad industry."

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

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