



No. 1 Brand in Local Salads Comes to Ohio

Construction on 120,000 square-foot greenhouse begins this month, year-round local greens and herbs to hit shelves Summer 2018

Wilmington, Ohio (October 17, 2017) – BrightFarms, Inc. is breaking ground in the City of Wilmington this month with the construction of its first greenhouse farm in Ohio. The 120,000 square-foot farm will provide locally grown salad greens and herbs to supermarkets in the Cincinnati, Dayton and Columbus metro areas. With greenhouse farms outside of Chicago, Washington, D.C. and Philadelphia, the Wilmington farm will be the fourth greenhouse for the company.

As consumer demand for local produce has increased, BrightFarms is playing a key role for retailers that have struggled to source locally year-round. “We have seen demand for our salad greens climb sharply as the market for local has grown” says Paul Lightfoot, BrightFarms CEO. “The salad greens on shelf in supermarkets are grown on the West Coast and typically spend up to a week in transit to the Midwest. Growing inside of a greenhouse allows us to supply Ohio supermarkets with local produce on a year-round basis.”

The Food Marketing Institute’s 2017 *Power of Produce* report listed both organic and local as two of the largest trends in fresh foods, but noted that consumers have a significant preference for local. Researchers found that when quality, appearance and price are equivalent, 60 percent of consumers chose the local option versus just 32 percent for organic.

The company is proud to note that its Wilmington facility will be creating 30 permanent “green-collar” jobs for local residents, each paying a living wage and offering health benefits. “I’m excited to begin hiring new employees that will help us grow the freshest local produce for the community” said Nick Chaney, head grower for BrightFarms and an Ohio native. “We’ll be training employees to operate the latest greenhouse farming technology.”

Consumers will be able to choose from a variety of popular packaged salad greens including spring mix, spinach, baby kale, romaine and arugula. The company will also be focused on developing new products outside of its existing lineup. “We’ll have the ability to grow and test new salad greens for the Ohio market that consumers have never tried before,” said Chaney. “Because we’re growing locally and delivering to customers within 24 hours of harvest, we can grow more tender varieties that taste better.” All of the company’s salad greens are pesticide free and are certified Non-GMO.

BrightFarms estimates that its Wilmington greenhouse will use 80 percent less water, 90 percent less land and 90 percent less shipping fuel when compared to salad farms located in California or Arizona.

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 conventional agriculture. Fast Company recognizes BrightFarms as "One of the World's 50 Most Innovative Companies" and one of the "Top 10 Most Innovative Companies in Food" in the world. Most recently, BrightFarms was listed as number 235 on Inc. Magazine's list of the fastest growing private companies in America. www.brightfarms.com.

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Media Inquiries:

press@brightfarms.com