

Earthbound Farm Celebrates 30 Years in 30 Days

Earthbound Farm

SAN JUAN BAUTISTA, Calif. (PRNewswire) — [Earthbound Farm](#) [1], a pioneering organic food company and the nation's leading grower of organic produce, is celebrating its 30th birthday throughout the month of September.

Officially launched on Sept. 1 at <http://www.ebfarm.com/salad-sign> [2], "Eat What You Are" celebrates the personality pillars ("Salad Signs") of Earthbound Farm founders, farmers, employees and customers: Innovator, Champion, Nurturer and Explorer. People can discover their own Salad Sign with a social-style online quiz. Quiz participants will be entered to win a limited-edition reusable shopping bag and other "mystery" prizes throughout the month.

Nationwide quiz results will be compiled at the conclusion of the 30-day campaign to reveal how these personality traits express themselves across the country. Will California have the highest Innovator score? Will Alaska dominate the Explorers? Are Champions strong in New York? And where do the most Nurturers live?

"Thirty years of organic farming is a big milestone, one we couldn't have achieved without the hard work and support of our founders, farmers, employees and customers," said Samantha Cabaluna, Vice President of Communications and Marketing, Earthbound Farm. "Among them are Innovators, Explorers, Nurturers and Champions - like me. And we're excited to celebrate them all."

In addition to prizes, quiz participants will receive a downloadable commemorative Salad Sign art card with a Salad-in-a-Jar recipe that corresponds with their salad sign:

- The Innovator: Farro Salad with Arugula Edamame & Tomato Vinaigrette
- The Champion: Power Summer Salad with Blue Cheese Vinaigrette
- The Nurturer: Roasted Beet Salad with Walnuts & Feta Cheese
- The Explorer: Soba Noodles with Peanut Dressing

From its humble beginnings as a 2 1/2-acre backyard garden in Carmel Valley, Calif., to becoming America's largest grower of organic produce, Earthbound Farm is a trailblazer in the organic food movement and the first company to successfully launch pre-washed salad packaged for retail sale in 1986. To learn more about all of Earthbound's exciting firsts, insights and milestones, visit the interactive timeline: <http://www.ebfarm.com/salad-sign> [3].

About Earthbound Farm

Earthbound Farm, based in San Juan Bautista, Calif., is a leading organic food company bringing the benefits of fresh, flavorful and healthy organic foods to as many people as possible. From its signature Spring Mix to its fresh and frozen fruit

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and vegetables, herbs and snacks, Earthbound offers an array of tasty and nutritious food with the goal of making a healthy difference in the way America eats. Whether fresh, frozen, dried or packaged, for 30 years Earthbound has specialized in growing food from the soil organically, fostering the health and harmony of the ecosystem.

Source URL (retrieved on 04/25/2015 - 7:09am):

<http://www.foodmanufacturing.com/news/2014/09/earthbound-farm-celebrates-30-years-30-days>

Links:

[1] http://cp.mcafee.com/d/FZsSd2gA86QmbCzBNNBBVATsSztBYQsIFLI8CQrILCzBBdZVYSztAsCYYqekNNJ6X1EVd7bzar1EVdBtzbFaAfyh1mE6txfifG-xbundWwpS4Z8-HW4JVsSed7adDXIfZvxPWbdS7-LsKCC-DOdQTNObX_bnhlyCHuXfaxVZicHs3jq9JYTvAm4TDNOB2pEVdTdw0L8eX5nBYdHdQ9yJfypBrW0Fqcfckciz_bCNP3P1IqScOp2Hs43h0bX5kQg2nD-gzl_Eq86rCy03_lq6y0c6vyq86rCy0eQJgSMYrIRBI_U8pYUlw

[2] http://cp.mcafee.com/d/avndz8Qcz9J5yVEVssppupdTdETpvd7barX29J6XbVEVpjuvdETp79Lf6zBcsrhKMqejhOUOCMqejpnoOWiF3UAglG1DojQzWLEiTBPuE6txfifG-xbundzzhOzp-X3_nUs-yPtx_HtBFFLFYztdYsy-_ORQr8FGTKPOEuvkzaT0QSCrzdTV5xdVYsyMCqejtPo0bO3KNIVvaqvG1uAyc3qPt2oHjUCpm-wamz3P534E_OVIsMYMr6JzcCgGT10Qg2-Nld40BV_A8XfW6y1CVEw0_X6xEw31DUCy1CVEw3Jbkdlf6YEHmkqRI

[3] http://cp.mcafee.com/d/k-Kr6hAp3zqb5PhOUUOOYOrKrhKO-qemkTS4jqdSnPhOOC-Y-rhKOejuud7aoUSztwQsCzBNBdwQsCOKNBQBi7N8wHk3eMDF7RvgBLbCZgcX2uAvlZ2mYKr76zB6PZS7-LMVZ5CX3_nKnjvjV6WrUV5Z_BHEShjlLtDBgY-F6IK1FJAS-rLOb2rPUV5xcQsCXCM0nA7tyHO-kQ_k2Z94o6RCW4NmDNcOJZ0kj67Ca69h_BPoVxVwSdr6pcxIK21Ew5ZyGq81bP_8hSvQd43dPh01_Sd3h063fNd43dPh07qmEroudyM6c