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TANIMURA & ANTLE LIVING LETTUCE FACT SHEET

Product Overview

- Living Lettuce is hydroponically grown, whole head butter lettuce that is harvested and packaged with the roots intact for optimal freshness and shelf life.
- The product can be de-leafed for consumption on an as-needed basis, leaving the root system intact, which extends the shelf life. Living Lettuce has an average shelf life of 18 days, two days longer than conventionally grown butter lettuce.
- The clamshell packaging maintains product freshness and provides a protective environment for this unique living product.
- Living Lettuce requires minimal preparation and adds a great texture, color, versatility, consistency, freshness and flavor to any dish.
- Living Lettuce product is available in one- and two-count packs for retail and club stores, and a 16- to 20-count carton for foodservice.
- The one-count pack has a MSRP of \$2.99 and the two-count pack has a MSRP of \$4.99.

Growing Location

- The lettuce is grown year-round in Tanimura & Antle greenhouses in Livingston, Tenn.
- Tanimura & Antle carefully selected the greenhouse growing site to ensure that it was best suited for production and proximity to customers, thus reducing food miles.
- The site allows natural climate conditions to overcome seasonal extremities with minimal energy draw.
- Production at the facility began in August 2008.

Growing Location (continued)

- Currently, 12 acres of greenhouses are in production, making Tanimura & Antle the largest hydroponic grower in the United States. The facility was designed to expand as demand increases and, at maximum capacity, will total 48 acres.

Hydroponic Greenhouse Production

- Tanimura & Antle's Living Lettuce state-of-the-art greenhouse facility was built for optimal climate conditions, energy efficiency, ergonomic growing and harvest operations, year-round production, quality control and the highest food-safety standards.
- Because Living Lettuce is grown hydroponically in greenhouses, production can take place in areas that cannot be utilized for conventional farming. Additionally, because one acre used to grow Living Lettuce equals 50 conventional outdoor acres, less land and fewer resources are used to produce Living Lettuce.
- The facility features the first greenhouses specifically built for leafy lettuce produce. All other greenhouses in which lettuce is grown have been converted and were originally used for other products.
- The greenhouse facility is a controlled growing environment that protects the plants from pests and pathogens.
- The facility, one of the largest of its kind in the United States, was specifically designed for deep-water floating raft technology, which is a naturally efficient process in which lettuce floats on top of a large body of water that maintains consistent thermal properties. This process results in 100 percent utilization of nutrients and no waste.
- The hydroponic growing process only uses as much water as the plants need.
- In warmer weather, shades are used during the day to reduce light intensity. A passive evaporative cooling system is used when needed to maintain optimum growing temperatures. At night, roof vents are opened, allowing cool air to naturally chill the water. By using nature's physical properties, the power needs of the greenhouses are greatly reduced.
- In cool weather, the sun is used to naturally heat the greenhouses during the day and shades are used at night to trap the heat. The warm water and shades create a natural thermal blanket at night.
- The facilities were ergonomically designed for employee efficiency and operational ease.

Sustainable/Regenerative Growing Practices

- The Living Lettuce farming process is regenerative, meaning that this process sustains the product and supports the environment via:
 - Facilities that leverage the Earth's energy and natural processes, thus reducing the dependency on limited resources.
 - Creating a year-round, closed-loop production cycle on land that is not otherwise suitable for farming.
- Growing Living Lettuce hydroponically allows for considerable water conservation, as compared to conventional growing practices, because a hydroponic acre uses 98 percent less water than that which is needed for a conventional acre of butter lettuce.
- Living Lettuce is regionally grown and distributed, allowing for customers to buy local produce. The production system and the facility's proximity to many major U.S. markets save 61,776 gallons of diesel fuel, annually.
- Tanimura & Antle uses no herbicides on its Living Lettuce products. Additionally, the enclosed production facilities virtually eliminate the need for pesticides.
- Producing a dozen heads of hydroponic Living Lettuce utilizes 95 percent less fertilizer than producing a dozen heads of conventionally field-grown butter lettuce.
- The clamshell packaging is 100 percent recyclable and the sleeve is printed on recyclable paper with vegetable oil-based inks.

Grower Background

- With a history of early adoption of implementing new technologies and upgrading facilities, Tanimura & Antle has become a leader in the emerging hydroponic category.
- Tanimura & Antle's specialized growing techniques provide lettuce that is consistent in shape, texture, color and taste all year.
- Living Lettuce is backed by the nationally recognized Tanimura & Antle's brand.
 - Tanimura & Antle is an established grower with more than three generations of family-farming experience.
 - The company is a leader in the lettuce category with a proven record of innovation, adoption of new technologies, seed development/germination, farming practices and excellent customer service.
- Living Lettuce products undergo numerous checks to ensure superior quality and safety.

Visit www.taproduce.com for additional information about Living Lettuce products and great recipe ideas.

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