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FOR IMMEDIATE RELEASE:

Tanimura & Antle's Rich Family History Runs Strong and Deep

SALINAS, Calif. (October 2007) – Just like the roots of a healthy, fruitful plant, the Tanimura & Antle story is powerful and deep. It's a story that spans decades filled with strength, perseverance, loyalty, trust, and innovative foresight.

For the Tanimuras, it began in Castroville, California in the 1920's. As *Issei*, or first generation Japanese-Americans, the Tanimuras built a successful Iceberg lettuce business operating under a pseudonym. (At that time, only U.S. citizens could own or lease land in California.) An unfortunate accident led to the Tanimuras losing their business, which they quickly rebuilt only to lose it again when forced to spend three years in Japanese internment camps during WWII. Not willing to give up, the Tanimuras regrouped near Salinas, California just as the war was ending, and with the support of long-time friends and fellow farmers, were able to start over.

The Antles began their lettuce-growing history when Lester Antle moved his family west to make a living in the burgeoning lettuce industry in California. Starting out as lettuce packers in 1930, Lester and his son, Bud, opened their own operation in 1942. Whereas WWII hurt the Tanimura's operation, it helped the Antles, as soldiers overseas provided a new and grateful market for Iceberg lettuce. But it was innovation, hard work and strong partnerships with growers that made the Antle operation what it is today.

The two families converged when Bud Antle bought produce grown by George Tanimura and his brothers, despite a post-war California business and social climate that remained unkind to Japanese-Americans. It was his strength of character and business acuity, combined with the

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incredible resiliency and determination of the Tanimura family, which germinated the decades-long partnership, friendship and eventual business collaboration. Together, the two families dedicated themselves to the business, the industry and the customer. Their respect for the environment and others has seen them through decades of growth, innovation and success, and has made them an industry leader in product quality and innovation, agricultural technology, and food safety.

Today, as the largest family-owned-and-operated lettuce growers in America, Tanimura & Antle farms over 60,000 acres of rich, fertile farmland. They offer a full line of premium fresh produce products, including Broccoflower™ brand green cauliflower, which is exclusively available from Tanimura & Antle. Their products can be found throughout North America, Europe and Asia. For more information, please visit www.taproduce.com

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