



PRESS KIT

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COMPANY BACKGROUND

COMPANY NAME

Ocean Mist Farms

HEADQUARTERS

Castroville, CA

WEBSITE

www.OceanMist.com

www.AllAboutArtichokes.com

MEDIA CONTACT

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Senior Director of Marketing

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COMPANY DESCRIPTION

Ocean Mist Farms, a fourth generation family-owned business and the largest grower of fresh artichokes in North America, is committed to delivering the highest standards in the industry for food safety, product quality, customer service, innovation and sustainability. The company's full line of 30 fresh vegetables includes the award-winning Season & Steam and Ocean Mist Organic product lines.

FOOD SAFETY LEADER

- LGMA AND AZLGMA MEMBER & BOARD OF DIRECTOR
- CENTER FOR PRODUCE SAFETY (CPS)
- BLOCK CHAIN TECHNOLOGY IMPLEMENTATION

GROWING REGIONS



OCEAN MIST FARMS
IS HEADQUARTERED IN
CASTROVILLE, CALIFORNIA – THE
WORLD’S ARTICHOKE CAPITAL.

All growing ground is strategically located in regions with prime soil and micro-climates that enable Ocean Mist Farms to farm more than 30 fresh vegetable commodities, including artichokes, year round.

COMPANY HISTORY

FAMILY Farming LEGACY

Ocean Mist Farms' family farming roots took hold nearly 100 years ago when Daniel Pieri and cousins Amerigo and Angelo Del Chiaros launched the California Artichoke & Vegetable Growers Corporation in 1924. Together, they leased land south of Castroville and soon Alfred Tottino, a local vegetable grower, joined the three men in their new business venture. <https://www.oceanmist.com/our-story>



Early Artichoke Harvest

The foursome set up shop in a tin roofed wood shed at the Del Monte Junction at a time when many growers had no electricity or telephones, and business was done with a handshake.



COMPANY HISTORY

TODAY

Today Ocean Mist Farms employs approximately 90 people in sales and related administrative positions, approximately 200 in its packing and state-of-the-art shipping and cooling facilities, and nearly 1,200 individuals at its affiliated ranches and harvesting operations.

Ocean Mist Farms is the largest grower of artichokes in North America and one of the largest growers / packers of Brussels sprouts in the United States.

Over 20% of Ocean Mist Farms employees have worked with the company for over 20 years.



THE ARTICHOKE LEADER



Largest grower of
fresh artichokes in
North America



Largest collection of artichoke
dedicated content at
www.AllAboutArtichokes.com



Only online Artichoke
Club, with over 70,000
members and growing



Largest proprietary
artichoke plant
breeding program in
North America



Only year round
artichoke growing
program in the country



SEASON & STEAM TECHNOLOGY

AWARD
WINNING

Ocean Mist Farms presents its award-winning microwavable steam package for cleaned and ready-to-cook fresh vegetables that gives users the option to pre-season the contents to their flavor preference, reseal with the zip lock and gently steam by microwave all within the same bag.

The ability to pre-season the fresh vegetable contents (prior to cooking) is an exclusive convenience attribute to the produce department. Available in 10 different products.

ON TREND

CONVENIENCE

NUTRITION

PERSONALIZATION



OCEAN MIST ORGANIC



Ocean Mist Farms has been growing organic vegetables since 2000 when we set aside organic acreage to produce premium organic artichokes. Since then, we have expanded our organic offerings to include a variety of vegetables.

In 2015, Ocean Mist Farms created the Ocean Mist Organic label to service its customers nationwide. The line of organically-grown produce includes over 15 items, available year-round, nationwide.



KEY BRAND MESSAGES

- Ocean Mist Farms is a fourth-generation grower-owned business that was founded by Italian immigrants in 1924.
- The brand has farms in multiple locations throughout California, Arizona and Baja Mexico.
- Artichokes were named the official state vegetable of California.
- Ocean Mist Farms has been growing artichokes and 30 other premium fresh vegetables along the Monterey Coast for more than 90 years.
- Ocean Mist Farms is the largest grower of artichokes in North America and one of the largest growers of Brussels sprouts in the United States.
- Ocean Mist Farms offers over 15 organically grown produce items under the Ocean Mist Organic label.
- Ocean Mist Farms fresh artichokes and other premium fresh vegetables can be found everyday in grocery stores nationwide.
- Over 20% of Ocean Mist Farms employees have worked with the company for over 20 years.



KEY BRAND MESSAGES

ENVIRONMENT STEWARDSHIP & SUSTAINABILITY

- Since 1924, environmental stewardship has always been a core value for Ocean Mist Farms.
- Ocean Mist Farms is committed to preserving and enhancing the land on which we farm and the surrounding ecosystems.
- We have a respect for our natural resources, including our employees who make our success possible and the environment in which they work, is central to our organization.

WATER CONSERVATION

- The proximity of our ranches to the ocean in California's Monterey Bay makes water conservation a critical component of Ocean Mist Farms' field management.
- Ocean Mist Farms water conservation practices include:
 - Using recycled water to irrigate crops.
 - Using drip irrigation and soil moisture sensors to deliver water and nutrients only where needed.
 - Carefully managing irrigation activities to minimizing water runoff, evaporation, and drift.
 - Using vegetated waterways to improve water quality.
 - Cultivating seed varieties that require less water.

KEY BRAND MESSAGES

FOOD WASTE

- Ocean Mist Farms employs several strategies through the supply chain to provide only superior quality product and reduce the amount of food waste generated:
 - Inputs are applied as needed and not in excess
 - Packaging materials are thoroughly tested for superior product protection and supply chain integrity
 - Harvesting practices and technologies are developed to maximize production and crop yield efficiencies
- Ocean Mist Farms works with state and local food banks to donate nutritious and safe produce to those in need including Ag Against Hunger and California Association of Food Banks.

COMMUNITY RELATIONS

- Ocean Mist Farms has been a proud supporter of the Annual Castroville Artichoke Food & Wine Festival since its inception more than 50 years ago. This Festival is an annual non-profit organization that raises funds for local community organizations.
- Ocean Mist Farms is an annual supporter of various local school programs from science camp to athletic programs.
- Ocean Mist Farms provides annual scholarships to local high school graduates.

KEY BRAND MESSAGES

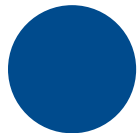
AGGRESSIVE FOOD SAFETY PREPAREDNESS

- In 2007 the Spinach Crisis thrust Ocean Mist Farms into the spotlight, when our then VP of Operations, Joe Pezzini stepped up to lead the newly formed Leafy Greens Marketing Agreement. Joe Pezzini is now Ocean Mist Farms CEO.
- Since then, we have been recognized as a leader in Produce Food Safety. From supporting the Center for Produce Safety (CPS), to continuing to hold leadership positions with the Leafy Greens Marketing Agreement (LGMA), our Food Safety Practice is a daily priority.
- In 2019, we launched an aggressive initiative to harvest ERP traceability data to implement blockchain technology into our operations. Today, we are pleased to be in a position to strategically partner with retailers who are also using blockchain technology.
- Read more about our Food Safety Practices here, <https://www.oceanmist.com/food-safety>

LOGO STYLE GUIDE



INTEGRITY · QUALITY · PASSION · SUCCESS



PMS 288 C
CMYK 100, 67, 0, 23
RGB 0, 75, 141
HEX 004B8D



PMS 187 C
CMYK 0, 100, 79, 20
RGB 196, 18, 48
HEX C41230

FOR DOWNLOADABLE LOGO FILES:
See www.oceanmist.com/press-media-assets

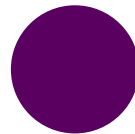


ORGANIC STYLE GUIDE

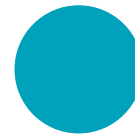


COLORS

The Ocean Mist Organic logo is comprised of three colors: purple, teal and orange. For film and tag printing use Pantone colors. For offset printing use the CMYK equivalents. For web work, use the RGB equivalents.



PMS 255 C
CMYK 51, 100, 0, 25
RGB 90, 0, 96
HEX 731472



PMS 7467 C
CMYK 95, 0, 25, 0
RGB 0, 161, 186
HEX 00AEC5



PMS 1585 C
CMYK 0, 61, 97, 0
RGB 228, 105, 16
HEX F58025

FOR DOWNLOADABLE LOGO FILES:
See www.oceanmist.com/press-media-assets

SEASON & STEAM STYLE GUIDE



PRIMARY LOGO



PRIMARY LOGO

The primary color used to represent the Season & Steam product line in Red pantone 200 C.



PMS 200 C
CMYK 16, 100, 86, 5
RGB 197, 32, 52
HEX C52034

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