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## SUNRIPE™ CERTIFIED BRANDS ANSWERS CALL FOR CONSUMER TRANSPARENCY

PALMETTO, FL (Apr. 11, 2016) – [Sunripe Certified Brands](#) proudly announces that its products are [Non-GMO Project Verified](#) and certified by the Coalition of Immokalee Workers' (CIW) [Fair Food Program](#) – two certifications that allow the brand to communicate on its packaging for transparency with its customers.

The Non-GMO Project is North America's only third-party verification and labeling organization for non-GMO food and products. GMOs, or "genetically modified organisms," are plants or animals that have been genetically engineered with DNA from bacteria, viruses, and other animals and plants. Sunripe Certified Brands underwent a series of rigorous tests and audits to ensure that they adhere to the Non-GMO Project's strict Standard for GMO avoidance.

The CIW's Fair Food Program is the [most comprehensive social responsibility program](#) in North America. It guarantees that farm workers enjoy the same right to come to a fair and safe workplace as any office building in New York City. Sunripe Certified Brands was the first company to sign a direct agreement with the CIW, allowing the Fair Food Program seal on its consumer packaging. Whole Foods Market is the first retailer to proudly display Sunripe Certified Brand products with the seal as a way to communicate the company's standards for social responsibility to shoppers.

"Every certification process we go through guarantees our commitment to the fairest, safest, and highest quality products possible; we've been doing that now for generations," said Jon Esformes, CEO of Sunripe Certified Brands. "Labeling our packages with these certifications is an outward expression to consumers to let them know that our brand name is not just a name – it's an extension of who we are as a company."

As shoppers demand more transparency from brands, Sunripe Certified Brands is happy to answer the call by communicating on-pack and in-store to show their commitment to best farming practices. "We strongly encourage other fresh produce brands to support the Fair Food Program and Non-GMO Project in order to engage in a more open dialogue about how fresh food is farmed," added Esformes.

To learn more about Sunripe Certified Brands' newest on-pack certifications, visit them at booth #110 at this year's [CPMA Expo](#), April 12-14. To schedule an appointment, please contact Lyle Bagley at (941) 840-4481.

(more)

### **About Sunripe™ Certified Brands**

Based in Palmetto, Florida, fourth generation family owned Sunripe Certified Brands (U.S.) and Suncoast Certified Brands (Canada), formerly Pacific Tomato Growers, provides customers with a high-quality and year-round supply of farm fresh fruits and vegetables to retailers, wholesalers and foodservice distributors. With growing operations and strategic partnerships on both the East and West coasts of the United States and Mexico, Sunripe Certified Brands and Suncoast Certified Brands plant and harvest to provide its wide range of customers not only a high quality product, but one that is trusted 365 days of the year. For more information about Sunripe Certified Brands, visit [www.sunripecertified.com](http://www.sunripecertified.com).