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**SureHarvest Acquires Protected Harvest**  
*Acquisition Expands PH Market Access for Grower Incentives*

(SOQUEL, CA & SAN DIEGO, CA) – SureHarvest, a company renowned for, the design and development of sustainable practices programs announced today the acquisition of Protected Harvest, an independent, not-for-profit developer and certifier of sustainable farm programs. SureHarvest will work with independent, third-party, certifiers to maintain the integrity of the Protected Harvest seal.

Growers working with Protected Harvest will benefit from SureHarvest's experience as a leader in the implementation of sustainability programs. The Protected Harvest mission will be advanced by SureHarvest's established infrastructure, technical capacity, and marketing expertise.

“After years of building and perfecting the Protected Harvest model into a highly functional and credible program, I am thrilled to announce that Protected Harvest has joined forces with another world class leader in sustainable agriculture, SureHarvest,” said Cliff Ohmart, PhD., President of Protected Harvest Board of Directors.

Protected Harvest, founded in 1996, has focused on the establishment of crop and region specific sustainable standards. The standards are created through a unique collaborative process that involves stakeholder input to produce criteria for certification that make real environmental improvements on the farm while providing for a profitable farming system. Since its start, Protected Harvest has certified potatoes, winegrapes, strawberries, peaches, plums, nectarines, and mushrooms. The acquisition by

SureHarvest will insure that the Protected Harvest seal maintains its technical integrity and continues to gain consumer recognition.

“With the combined strengths of the Protected Harvest model and SureHarvest’s sustainable business acumen, the core mission of providing meaningful standards that reward growers and meet the passion of consumers will continue,” said Andrea Caroe, Protected Harvest Executive Director.

Under the new arrangements, the Protected Harvest board will serve as standards oversight committee for SureHarvest.

“Our core values of integrity, respect and solution-focused results will guide how SureHarvest integrates with Protected Harvest. I am very pleased that Protected Harvest board members will continue their involvement in standards oversight,” said Dr. Jeff Dlott, SureHarvest President.

***About Protected Harvest:*** With standards and an eco-labeling framework in place, Protected Harvest uses established IPM-based standards in a range of crops to improve the soil and water quality while managing pests efficaciously. With environmental performance areas, including wildlife habitat, ecosystem health, and air quality standards, their collaborative standards and eco-labeling program makes real improvement to the environment while providing growers with market driven incentives. Protected Harvest is a leader in the development of science-based, measurable eco-standards and certification.

***About SureHarvest:*** For more than 15 years, the professionals at SureHarvest have pioneered and defined how to design, execute and continually improve large-scale integrated pest management (IPM) and sustainable agriculture programs. SureHarvest offers technology-driven sustainable business services for individual growers, wineries and food companies.

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