



When Quality Counts! · Est. 1989

Press Release

For Immediate Release

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New Projects Underway in the New Year

Fresno, CA – February 8, 2016 --- Central California's premier wholesale and custom fresh-cut produce company, 1st Quality Produce, expanded into a brand-new remodeled facility this time last year. Now with the New Year, a new project is underway for the company.

On a quarter of an acre open lot behind 1st Quality Produce, sits an unused field where they will begin to grow their own brand of heirloom tomatoes and other veggies. A hothouse is also located next to the field that will house their seedlings and transplants.

1st Quality Produce has over 25 years of experience in growing, processing and distributing the freshest produce available. Their customer base consists of schools, casinos, restaurants, hospitals and others.

"Not only is this a project to continue what we do best, but an opportunity to grow with our community," said Melissa Steward, director of marketing. "We will be inviting local schools to visit us for educational purposes so children can get directly involved with where their food comes from."

1st Quality Produce has a 35,000 sq. ft. custom processing facility that is capable of producing over 60,000+ pounds of fresh-cut fruits and vegetables per day. A new water recycling process is being put into effect soon that will gather their waste water from the processing facility's rinse tanks that will be used for their new crop and hothouse.

"A drip system is being installed to avoid wasted water," said Mike Kahaian, CEO. "We eventually will not have to use any additional water from the city once our processing facility's water recycling process is completed."

The initial process is seeding the flats that will be housed in the hothouse, once the germination begins and plants reach 8"-12" tall they will be either ready to be planted or sold as transplants. Company is expecting 10% of the plants will be planted on site of



1st Quality Produce and the additional 90% will be transplants. The transplants will be available to the community and other growing communities throughout California.

The hothouse will grow over anywhere from 20-40k transplants of varieties such as Costoluto Genovese, Brandywine Red, Brandywine Pink, Old German, Cherokee Purple, Green Zebra, Kellogg's Breakfast, Purple Calabash, Gold Vault Pineapple, Tigerella, Marvel Stripe, Black Krim, Tigerella, Pink Pong, Crovarese Grape and a couple others.

"We're eager to get involved with our local schools to show and teach the students about farming," said Kahaian. "We've already been in communication with Fresno Unified, they're excited too."

School tours will also include students being able to take home their own heirloom plant to grown at home.

The heirloom tomatoes and transplants will also be available through 1st Quality Produce's Farm to Families CSA box program.

Projects are expected to be completed March 2016, with tours beginning soon after.