



Orange County Produce LLC

25 September 2010

Dear OCP customers,

On September 23, 2010, NBC Los Angeles released a news report regarding an investigation of vendors at local Farmers Markets. In this report they found that many vendors were falsely claiming where the produce they sell at Los Angeles and Orange County Farmers Markets is grown. This investigation found that some vendors are not selling local produce as claimed but are providing produce through some other outside source.

Farmers Markets are designed to be a place where genuine farmers can sell fruits, nuts and vegetables directly to the public. Here at Orange County Produce we are working hard to ensure that O.C. residents have access to dependable and delicious, local grown produce. We believe in the benefits of a local food shed that provides farm fresh, seasonal products that are produced with a sustainable commitment to the land, environment and their community. We hope that this news report has not turned any one away from the Farmers Markets. We will continue our commitment to provide the freshest fruits and vegetables at all of our Farmers Market stands.

If you have any questions or concerns regarding this news report, please feel free to contact our office and an OCP team member would be happy to answer any questions.

We would like to thank you for your support of local growers and we look forward to seeing you at our next certified Farmers Market stand.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matthew Kawamura', written over a horizontal line.

Matthew Kawamura
LLC Member