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NEWSTAR'S LAUNCHES NEW ORGANIC BABY SPINACH 1 LB. PACK

NewStar Fresh Foods, LLC, Salinas CA, known as a market leader in the production of premium quality processed spinach and iceless green onions, has applied its expertise to the organic market place. "NewStar's new organic baby spinach is currently available in a 9 count, 1 lb clamshell pack," says John Killeen "The organic market has shown steady growth the last couple of years and we believe it will continue to grow. We've leveraged our conventional spinach expertise into the organic side of the business. We see this as an opportunity to enhance our product line, not replace our current offerings. We will continue to develop our organic and conventional products lines", said Killeen.

Dave Eldredge, CEO of NewStar says, "We pride ourselves on quality and see this as an opportunity to capitalize on what we do best... processed spinach. The convenient sized, one pound -clam shell pack, is popular with consumers because it stores easily in the refrigerator and spinach is protected from handling. We believe this is a real win-win with consumers and our customers who are showing an increased demand for organic produce".

NewStar (is a major grower/shipper of commodities and value-added products from California, Arizona, and Mexico. New Star's brands include a complete line of commodity products under the NewStar brand, Young and Tender spinach, and OMO green onions. NewStar distributes its products throughout North America and worldwide through its Ceres International division.

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