

Lakeside Organic Gardens and Ocean Mist Farms formed a strategic alliance

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Ocean Mist Farms and Lakeside Organic Gardens formed a strategic alliance to grow for one another and offer their customers wider organic product lines.

The strategic alliance will add organic artichokes to the Lakeside Organic Gardens product line. For Ocean Mist, the company's organic product line will expand to include beets, broccoli, cauliflower, celery, cilantro, fennel, iceberg lettuce, kale, leeks, parsley, red leaf, green leaf, romaine and spinach. Ocean Mist will market the items under the Ocean Mist Organic label. Ocean Mist Farms and Lakeside Organic Gardens are both family-owned and operated. In business more than 90 years, Ocean Mist Farms is the largest grower/shipper of artichokes in North America.

Lakeside Organic Gardens, based in Watsonville, Calif., is the largest family-owned and operated organic vegetable grower/shipper in the country; the company grows and sells more than 45 organic vegetables year-round.

"The purpose of the strategic alliance between the two companies is to meet the increasing shopper demand for organic produce," said Ocean Mist Farms CEO Ed Boutonnet. "It's important to the future of our business that we respond to the changes in the marketplace and meet the needs of our end consumer; adding organic produce to our product list is part of meeting that need."

Lakeside Organic Gardens grower owner, Dick Peixoto, said, "At Lakeside Organic Gardens, we're excited to offer our customers organic artichokes year-round. We appreciate the commitment Ocean Mist has made to grow the best quality organic artichokes. This is a win for both companies because both of our customers will have immediate access to wider organic product lines."

The first products will ship in July from the Ocean Mist Farms cooler in Castroville, Calif. and the Lakeside Organic Gardens cooler in Watsonville, Calif.

For more information about Ocean Mist Farms, visit www.oceanmist.com

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