



BrightFarms + Capital Area Food Bank Team Up to Provide Thousands of Pounds of Fresh, Local Greens to DC Residents

The First of Many Yearly Donations from BrightFarms Celebrates First Harvest and Supports Local Community

New York, NY, February 16, 2016—BrightFarms, a startup revolutionizing the U.S. produce supply chain by creating the first national brand of local produce, today announced it will donate 5,000 pounds of fresh, local greens to the Capital Area Food Bank (CAFB), on Wednesday, February 17th. Sourced directly from the brand new, 150,000 square-foot BrightFarms Capitol Greenhouse in Elkwood, VA, this donation marks the beginning of a long-term partnership with CAFB aimed at providing DC residents in need with access to fresh, local greens in the middle of winter -- when food donations of this type are scarce. BrightFarms has committed to making a sizeable, yearly donation of produce to CAFB to celebrate the first harvest of the season and provide ongoing support for the DC area.

"The BrightFarms Capitol Greenhouse allows us, in alliance with the CAFB, to provide DC residents in need with fresh, sustainable, local produce they wouldn't otherwise have access to," said BrightFarms Chief BrightFarmer (CEO), Paul Lightfoot. "We look forward to a partnership that will allow us, via the CAFB, to feed the hungry year after year with fresh, sustainable, local produce from our greenhouse."

A cutting-edge, scalable solution to Americans' increasing demand for local and sustainable food, the BrightFarms Capitol Greenhouse grows produce exclusively for Ahold, one of the largest and most successful food retailers in the world. The most productive and sustainable source of baby greens in DC and VA, the greenhouse uses 80 percent less water, 90 percent less land and 95 percent less shipping fuel than conventional produce companies. It also creates permanent green collar jobs, significantly reduces food miles, and improves the overall environmental impact of the food supply chain. Now fully operative, the greenhouse positions BrightFarms as the largest East Coast producer of year-round baby greens and will grow nearly one million pounds of baby greens, basil and tomatoes per year to supply hundreds of Ahold's Giant Food and Martin's supermarkets, as well as leading online grocery service Peapod, in Virginia, Maryland, DC and Delaware. As with all BrightFarms' greenhouses, produce is pesticide and GMO free.

"The budding partnership we are forging with BrightFarms is exactly the type of collaboration that will allow the Capital Area Food Bank to provide fresh fruits and vegetables that contribute to the wellness of 540,000 children, seniors, and working adults in our area," said Nancy Roman, President and CEO of the Capital Area Food Bank.

Like BrightFarms, the CAFB is committed to providing good food that contributes to wellness. The need in the Washington area is dire, as 70 percent of households served by the CAFB reported "purchasing inexpensive, unhealthy" food as the common coping strategy to hunger in a 2014 study. In 2015, one-third of all food distributed was fresh fruits and vegetables--a direct investment in wellness. (In 2015 the CAFB distributed 18 million pounds of fruits and vegetables.)

About BrightFarms:

BrightFarms grows local produce, nationwide. BrightFarms finances, builds, and operates local greenhouse farms in partnership with supermarkets, cities, capital sources, and vendors, enabling it to quickly and efficiently eliminate time, distance, and costs from the food supply chain. BrightFarms' growing methods, a model for the future of scalable, sustainable local farming, uses far less energy, land and water than conventional agriculture. Fast Company recognizes BrightFarms as "One of World's 50 Most Innovative Companies" and one of the "Top 10 Most Innovative Companies in Food" in the world. For more information, please visit www.brightfarms.com.

About the Capital Area Food Bank:

The Capital Area Food Bank is the largest organization in the Washington metro area working to solve hunger and its companion problems: chronic undernutrition, heart disease and obesity. By partnering with nearly 450 community organizations in DC, Maryland and Virginia, as well as delivering food directly in hard to reach areas, the CAFB is helping 540,000 people each year get access to good, healthy food. That's 12 percent of our region's mothers, fathers, sons, daughters, sisters, brothers, and grandparents. Visit: capitalareafoodbank.org, or find the CAFB at facebook.com/CapitalAreaFoodBank, and Twitter at @foodbankmetrodcc

#

Media Contacts: Kelsey Kyro and Elana (Lani) Free, 5A Public Relations,
elana@5apublicrelations.com, 760-613-4117