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FOR IMMEDIATE RELEASE

Fresh Market Teams with Local Compost Company EcoScraps to Help Environment

Salt Lake City, UT (May XX, 2011) – Fresh Market, a locally owned group of Utah grocery stores, is joining EcoScraps in its efforts to create environmentally friendly and highly-effective potting soil.

Each day, EcoScraps collects approximately 20 tons of food waste from more than 70 grocers and produce wholesalers in Utah and Arizona including Fresh Market. The company, started by Brigham Young University students in 2010, then composts the waste into potting soil, which is in turn sold at the Fresh Market stores.

“It really is an exciting opportunity for us,” said Bret Gallacher, marketing director for Fresh Market. “At Fresh Market, we have a quality commitment that is second to none. Our stores only sell the freshest fruit and vegetables available. If any produce gets past its prime, we now have a beneficial solution that makes both environmental and fiscal sense.”

The process is a simple one. Each day, any waste is delivered to one of two EcoScraps facilities. The waste produces 35 to 40 cubic yards of compost per day. The compost then supplies the Fresh Market stores’ needs along with other local nurseries.

EcoScraps and Fresh Market are not only seeing success in selling the potting soil, but both have received national recognition. The two companies were included in a cover article in the May issue of *Inc.* magazine.

“It’s a great concept and one we are proud to support,” said Gallacher. “As a local company, Fresh Market is anxious to be part of efforts that benefit our guests and communities.”

Fresh Market is a member of Associated Food Stores, an independent retailer-owned warehouse based in Salt Lake City, Utah, which provides products and services to more than 500 grocers throughout the Intermountain West. Associated Food Stores can be found on the internet at www.afstores.com. Fresh Market can be found on the Internet at www.freshmarketstores.com.

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