



# PRESS KIT



# OUR STORY

Working hard. Giving it our all. These are the principles behind everything we do at NatureSweet. Because we believe you get out what you put in.

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**We believe that the harder we work, the sweeter our tomatoes will be.**

So, at NatureSweet, we don't do things the fast way. Or the easy way. We do things the right way. Even if it's more expensive. Even if it's more of a struggle.

That's why our methods have been groundbreaking in the industry. We're not afraid to try something new if it means a better outcome.

And that's why you can taste the difference in our tomatoes – because we literally do things differently than our competition.

**We believe the more we care for our people, the more they'll care about their work.**

Everyone is special. Everyone has value. And if our Associates understand they're capable of anything, then anything is possible. As a business we grow tomatoes, but our higher calling is to unleash the power of people. By making the produce industry more human, we've helped our Associates reach goals in their work, academics, families, communities, and more. The happier they become, the more pride they take in their work. No tomatoes taste better than ours, because none are better cared for.



**We believe the more we look out for Mother Earth, the more she'll help us grow the best tomatoes in the world.**

At NatureSweet, running a successful business and being good stewards of the environment are not mutually exclusive. So when we decided to grow a seasonal product all year long – to make our tomatoes taste just as good in winter as they do in summer without pricing them differently – we wanted to do it the natural way, minimizing our carbon footprint. Going out of our way to protect our natural resources is the least we can do to thank Mother Earth for all she gives us. She knows we always have her back.

If you put in everything you have – if you give it all you've got – you'll reap the rewards. In our case – the abundantly good, deliciously sweet rewards.



# NATURESWEET FACTS

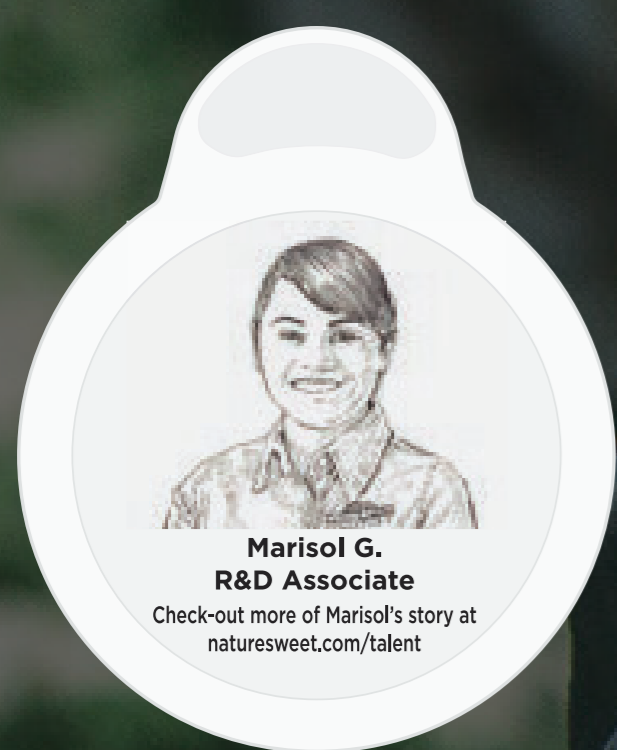


- Is the producer of North America's #1 best-selling snacking tomato
- Is the largest vertically integrated greenhouse grower of vegetables in North America
- Is revolutionizing the agricultural industry by greatly improving standards for workers within this industry
- Has been certified by the Equitable Trade Initiative (ETI) since 2016 and has met more than 300 rigorous standards for labor practices, food safety, and pest management.
- Became Fair Trade-certified in 2021 ensuring workers and farmers are paid fair prices and wages, work in safe conditions, protect the environment, and earn community development funds to improve their lives.
- Started using artificial intelligence to better control pests and diseases in our greenhouses in 2017. This new technology will eventually improve our yields by 20% and it's better for the environment and our consumers.
- Has helped hundreds of Associates in Mexico earn their high school degrees through our Adult Education program
- Associates help communities thrive! In 2021 NatureSweet adopted 10 schools in Mexico where we remodeled and improved existing facilities, built playgrounds, eating areas, and even donated furniture. These efforts transformed the lives of more than 3,000 students, teachers, and staff!



# OUR PEOPLE COME FIRST, *no matter what.*

We are transforming the lives of agricultural workers and in doing so, transforming the agricultural industry in North America. The reason NatureSweet® has such amazing products is because of its remarkable Associates. It starts with them. Every day they seize the opportunity to improve their lives personally, professionally and academically. NatureSweet® doesn't see its people as workers, they see them as extraordinary humans with infinite possibilities, capable of anything.



## **FIND OUT ASSOCIATES UNDER OUR PRODUCT LABELS.**

In 2018, we added our remarkable Associates under each of our product labels to show the people behind the product. Visit our website at [naturesweet.com/talent](https://naturesweet.com/talent) to read more about our featured Associates and hear their stories.





# AT A GLANCE

We're groundbreakers.  
We are leading the  
fresh produce industry through  
unleashing the power of our  
people in order to transform the  
lives of agricultural workers.


1990

San Antonio, TX


8,000 Amazing Associates


U.S. and Mexico

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[YouTube NatureSweet](https://YouTube.com/NatureSweet) 

[Tiktok @NatureSweetTomatoes](https://Tiktok.com/@NatureSweetTomatoes) 

## OUR CORE

## FOUNDED

## HEADQUARTERS

## OUR PEOPLE

## GROWING LOCATIONS

## CONNECT WITH US



# PRODUCTS WE GROW





# MEDIA INQUIRIES

NatureSweet strives to cultivate powerful partnerships within our industry. Whether that's local media, or trade publications we commit to responding quickly with informative and useful information.

If you're a reporter interested in speaking with our team, please contact Jennifer Halpin at [\*\*jennyh@naturesweet.com\*\*](mailto:jennyh@naturesweet.com)

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