

For Immediate Release

Date

## ***Colorful Harvest Getting National Exposure On Over 200 Tv Stations***

Salinas, California based Colorful Harvest announced that the California Farm Bureau's national television show, *California Country* will air a feature on Colorful Harvest, it's farms and it's amazing products during the month of July. The show is expected to air on over 200 network and cable stations.

This television show features consumer friendly farm stories pertaining to California's agricultural industry. The segment on Colorful Harvest will highlight the company and its success in marketing unique, colorful and nutritious fresh produce products in the Colorful Harvest and Green Giant Fresh brands.

Jim Morris of California Country said: "I've had the good fortune to report on a lot of cutting-edge foods raised in California over the years, but this was literally one of my most colorful subjects to date. From the field to the table, it looks like Colorful Harvest has found a formula that offers consumers some truly unique produce."

Colorful Harvest has built programs on unique products such as Sweet Red Corn, Rainbow Crunch multi-colored Carrots, Orange, Purple and Green Cauliflower, and Sweet Red Strawberries that maintain their color all the way through.

Doug Ranno, Chief Operating Officer of Colorful Harvest said, "This year, more than any other year, Colorful Harvest seems to be getting national media interest almost every month and our sales growth is reflective of that.. We have had segments or meetings regarding upcoming segments with the cooking network, ABC Affiliates, NBC affiliates and now this feature on California Country. We are extremely excited about this particular segment and its broad reach to both consumers and the national agriculture community."

Colorful Harvest is a nationally known grower and shipper of unique and colorful fresh produce products in the famous Green Giant Fresh and Colorful Harvest brands.

Colorful Harvest...Amazing Colors...Amazing Flavors.

The first airing of the Colorful Harvest feature is expected to show in the month of July. You will find attached a schedule of TV affiliate listings.

For further information please e-mail Hans Specht at [hspecht@colorfulharvest.com](mailto:hspecht@colorfulharvest.com)

Below are photos courtesy of California Country that were taken over the 2 day film shoot.

