

## NEWS RELEASE

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### **Chelan Fresh and Columbia Valley Fruit Enter into Exclusive Marketing Agreement**

*Fruit to be Marketed Under Trout and Cascade Crest Labels*

Chelan, Wash. (June 13, 2017) – [Chelan Fresh](#) of Chelan, Wash. and [Columbia Valley Fruit](#) of Union Gap, Wash. have entered into an agreement in which Chelan Fresh will be the exclusive marketer of Columbia Valley Fruit’s organic and conventional apples. The fruit will be marketed under the organic Cascade Crest label and the internationally-recognized conventional Trout label.

Columbia Valley Fruit works with progressive farmers in Washington to grow, store and pack high demand organic and conventional apple varieties. With the company’s support, many of these farmers use modern orchard systems that increase harvest volumes of the highest quality apples per acre.

As one of the first organic apple farms in Washington State, Columbia Valley Fruit has nearly 30 years’ experience growing organic fruit and is a certified organic handler by the Washington State Department of Agriculture. The company also helps its farmers grow in accordance with the National Organic Program Standards.

"Our growers are our top priority - whether it be providing support and guidance to produce great quality fruit, or making strategic moves to assure top returns for their efforts," said **Orlin Knutson**, partner and spokesperson for Columbia Valley Fruit. "We are confident that the market access achieved through this alliance with Chelan Fresh will provide our growers with exciting economic opportunities well into the future."

"Columbia Valley Fruit has a long history as one of Washington State’s premium organic fruit grower-packers. We are very excited to be working with the Columbia Valley family," said **Tom Riggan**, CEO of Chelan Fresh. "Our customers value the high-quality, strong varietal mix that Columbia Valley Fruit brings to the market."

Under this exclusive marketing agreement, which goes into effect September 1<sup>st</sup> 2017, partners Orlin Knutson, Mark and Tom Tudor, Chris Vizona and Bill Monson will retain ownership of Columbia Valley Fruit. This comes just a little more than a month after Chelan Fresh and Borton Fruit announced their merger.