



*"If you want it fresh,  
think NationFresh."*

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### **FOR IMMEDIATE RELEASE:**

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### **Newly Formed Nationwide Organization to Offer Premium Tomato Services**

**PALMETTO, FL.** – NationFresh announces a newly formed nationwide alliance designed to offer procurement, distribution, order tracking, and re-packing of fresh Tomatoes. The mission of NationFresh is to provide both the food service and retail sectors with premium quality tomato programs, professional innovative service, commitment to excellence, and product integrity nationwide. Offering unparalleled resources for the finest one-stop Tomato shopping experience.

One of the co-founders of NationFresh says, "We have achieved our goal of aligning the finest Tomato re-packers and growers in the nation. We are also proud to announce the addition of Steve Phipps as the National Director of Sales and Marketing for NationFresh. We believe Steve's background has more than prepared him for this position."

Phipps, former Marketing Director for Combs Produce Company of Dallas, Texas, has over 25 years experience in the produce industry. He also served as Marketing Director for J-M Farms, "a top 10 Mushroom producer", and served on the National Sales Team for C.H. Robinson, Worldwide.

Phipps added, "It is an honor to be chosen for this position and to be a part of such an outstanding group of re-packers and growers. This alliance will address the higher standards that have surfaced in the produce industry. I am confident the industry is ready for what NationFresh has to offer. By combining Regional Expertise and National Distribution along with the most stringent food safety measures, and product consistency, this NationFresh alliance will have tremendous success going to market."

NationFresh combines the top re-packers and growers in the industry, along with a powerful Sales and Marketing vision.

Our slogan **"If you want it fresh, think NationFresh!"** says it all.

Exclusive provider of

