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SCS Launches Nation's First Program to Certify Exceptional Nutrient Density in Fresh Produce

First Featured Product is the Certified Antioxidant Rich™ Purple Majesty™ Potato, a Major Source of High-Potency Antioxidants

Emeryville, CA – May 2, 2006 – In an initiative aimed at helping consumers more easily meet their nutritional needs, Scientific Certification Systems (SCS) is launching the first third-party certification program to measure and report actual nutrient levels found in fresh fruits and vegetables.

The **Certified Nutrition Rich™ Program** identifies produce items containing exceptional levels of vitamins, minerals and specific “high-potency” antioxidants and, in doing so, recognizes the key role that growers can play in maximizing the nutritional output of their crops through careful planting decisions, farming methods, timing of harvest, and post-harvest handling.

“Many people are surprised to learn that the actual levels of nutrients found in fresh produce can vary quite widely, and are often inconsistent with published values,” said Stanley Rhodes, Ph.D., SCS president and CEO. “The Certified Nutrition Rich Program highlights produce items offering the highest levels of nutrient density so that retailers and their customers can make purchase decisions that deliver the greatest nutritional punch per serving.”

The Purple Majesty™ potato, marketed by Farm Fresh Direct of Colorado, is the first U.S. product to be independently certified under the program.

Testing by SCS confirms that these potatoes are packed with health-enhancing anthocyanidins — 235 mg per 148 gram serving (approximately 1.5 potatoes) — nearly twice the amount found in any other produce item. Anthocyanidins are a subclass of high-potency antioxidants shown to reduce the risk of cancer and heart disease, lower cholesterol, strengthen the immune system, and decrease age-related memory loss. Based on SCS test findings, the Purple Majesty Potato now carries the **Certified Antioxidant Rich™** mark.



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Purple Majesty potatoes were developed using classical breeding techniques, a cross between a white-fleshed cold chipper and an All Blue potato. They are 100 percent natural and are not genetically modified. The anthocyanidins are natural pigments that give the potato its vivid purple color. The potatoes are similar in size to a red or "new" potato, have a buttery flavor and creamy texture, and can be baked, roasted, microwaved, mashed or oven-fried.

"Eighty percent of Americans eat some form of potatoes 3.5 times every two weeks," said Jim Knutzon, Farm Fresh Direct chief executive officer. "Purple Majesty™ potatoes have huge potential to supply vast numbers of Americans with their weekly source of healthful antioxidants at a price everyone can afford." The Purple Majesty potato is currently available at Ralphs' Fresh Fare stores in Southern California.

In addition to the Purple Majesty potato, consumers may soon see the Certified Antioxidant Rich label on certain varieties of apples, strawberries, blueberries, oranges, tomatoes, cantaloupe and grapes.

Antioxidants occur naturally in fruits and vegetables and play a critical role in promoting health by scavenging free radicals, thereby preventing cell damage that can lead to disease. Many consumers are familiar with Vitamin C and Vitamin E, two important antioxidants; recent research, however, points to the exceptional health benefits associated with "high-potency" antioxidants, such as Anthocyanidins, Flavan-3-ols, Lutein, Flavones, and Lycopene. Health experts urge Americans to consume more high-potency antioxidants via fresh whole foods as well as to increase their overall dietary intake of vitamins, minerals, and fiber found in fresh fruits and vegetables.

"The produce department is an essential part of a consumer's overall wellness strategy," said Dr. Rhodes of SCS. "Fresh fruits and vegetables are not only the best, but sometimes the only, source of high potency antioxidants. These antioxidants, which are highly stable in food, can break down and lose effectiveness when extracted into pill form."

About Scientific Certification Systems

Scientific Certification Systems (SCS) – www.scscertified.com – is a scientific company recognized internationally for its third-party evaluation and certification programs. Established in 1984, SCS offers third-party certification services that span a wide cross-section of the economy including agricultural production, forestry, fisheries, energy, consumer products, manufacturing and retailing, and the home improvement and construction sectors. In the food sector, SCS is the founder of the NutriClean™ Certification program, the nation's first program to identify produce items independently certified to meet pesticide-free residue standards, and is an accredited organic certifier under the National Organic Program. SCS is also a leading provider of food safety certification and auditing services. In addition to the Certified Nutrition Rich™ program, SCS recently launched the Flavor Rich™ Certification Program to identify products meeting consistent exceptional standards of flavor quality.

About Farm Fresh Direct, LLC

Farm Fresh Direct, LLC, – www.farmfreshdirect.net – was formed in 1999 to bring scientific quality control and consumer marketing practices to the potato industry. The company was formed by a group of third and fourth-generation potato growers in the San Luis Valley of Colorado.

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