



Press Release

For Immediate Release

Contacts: Annie Gardiner
Director of Communications
Scientific Certification Systems
agardiner@scscertified.com
510-452-8003

Ericka López
Director of International Development
SunFed
elopez@sunfed.net
520-281-4689

SunFed's Perfect Honeydews® Achieve Flavor Rich™ Certification Scientific Certification Systems Awards Flavor Rich™ Certification for Consistency in Flavor Excellence

Rio Rico, AZ – June 1, 2006 – SunFed's Perfect Honeydews® are Certified Flavor Rich™, a guarantee of consistent high quality flavor performance. Scientific Certification Systems (SCS), an independent third-party certifier of food purity and food quality claims, issued the certification after extensive flavor evaluation.

"We have always taken pride in offering the quality and consistency of the SunFed® label to our customers," said Danny Mandel, SunFed's president. "With Flavor Rich™ Certification we have independent verification to show our customers that our Perfect Honeydews® are of consistently excellent flavor."

The SCS Flavor Management and Flavor Rich™ Certification programs combine the latest discoveries in flavor research, direct sensory evaluation, and chemical/physical product analysis to help optimize the flavor of fresh produce. Yielding high quality flavor that meets consumer expectations is a complex process that depends on seed variety, farming practices, maturity at harvest, and post-harvest handling.



"In working with growers," said Wil Sumner, director of testing services for Scientific Certification Systems, "we analyze the conditions that affect the flavor characteristics of targeted products and establish flavor specifications that align with, and surpass, customer expectations. SunFed's Perfect Honeydews® consistently meet consumer-based flavor expectations and have achieved Flavor Rich™ Certification."

-more-



In addition to more traditional chemical and physical products tests, the Flavor Rich™ Certification program involves direct sensory evaluation using a trained flavor sensory panel. The commodity is evaluated by trained inspectors at the grower level and concurrently by an independent flavor panel – against stringent pre-determined consumer expectations for that commodity.

About SunFed

SunFed – www.sunfed.net – is a privately held grower-shipper-packer, with headquarters in Rio Rico, AZ. SunFed's products, produced by the world's finest growers, throughout the various growing areas of Mexico, are available most of the year. Its customers include the finest chains, food service corps., and regional distributors who require the highest quality merchandise with extraordinary shelf-life. Known for a total commitment to food safety, all SunFed growers follow protocols for food safety and engage in multi-residue screening. SunFed is a leader in the application of extended shelf-life technologies, utilizing StePac's Xtend modified atmosphere bags, which lend notable shelf-life to SunFed's green beans, squash, colored bell peppers, and cucumbers. SunFed also partners with other American corporations that grow in Mexico, providing expertise in all that is involved in growing there, including consultation, logistics, and crop management.

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 Flavor Rich™ Certification Program, SCS recently launched the Certified Nutrition Rich™ program to identify products with exceptional nutrient density.

###