

Press Release

For Immediate Release

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Turlock's Heirloom Style® Cantaloupe Achieves Flavor Rich™ Certification

Scientific Certification Systems Awards Flavor Rich™ Certification for
Consistency in Flavor Excellence

Turlock, CA – September 13, 2006 – Turlock's Heirloom Style cantaloupe is 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.

"Our company's mission is to make sure that we produce melons that exceed consumer's expectations," said Steve Smith, co-owner of Turlock. "With Flavor Rich™ Certification we have independent verification to show that our customers can be confident that our Heirloom Style cantaloupes 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. Turlock's Heirloom Style cantaloupe consistently meets consumer-based flavor expectations and has achieved Flavor Rich™ Certification."

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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 Turlock Fruit Company

The Turlock Fruit Company has been growing and packing melons as a family-owned operation since 1910. Located in the San Joaquin Valley of California, the company produces cantaloupes, honeydews and eight other melon varieties. As part of its quality assurance program, Turlock practices integrated pest management and conducts pesticide residue testing; its melons are certified pesticide residue free by NutriClean. Its melons ship under three labels: King O' The West, Sycamore, and Peacock. The Turlock mission is to exceed industry standards for both visual and sugar requirements so customers can be confident that a melon with the Turlock Fruit Co. sticker is ripe and ready to eat.

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.

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