

For Immediate Release

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Keeping it Cut, Fresh and Organic

Westport, CT (May 14, 2018) According to the Organic Produce Network (OPN) organic fresh produce sales started the year strong with eight percent dollar and volume growth compared to the first quarter of 2017. Organic fresh vegetables accounted for \$632 million in sales with, organic fruits hitting \$400 million. Organic packaged salads remain the category driver, accounting for 19 percent of all organic fresh produce sales. Behind packaged salad sales were organic berries and apples, with the three categories making up 40 percent of all organic fresh produce sales for the quarter.

Market research has determined the consumer segment responsible for the continued growth in this category. "Parents and millennials have led the surge in sales which could prove quite the combination in the coming years as more millennials become parents," according to Nielsen client manager, Matt Lally.

Coupled with the increase in organic produce demand is the convenience factor. Technology has allowed for the diversification of fresh cut produce. NatureSeal, Inc. supplies dipping solutions for shelf life extension of fresh cut produce that are approved for use on organic produce. These label friendly, vitamin /mineral blends satisfy the processor and supermarket requirements while fulfilling the consumer needs. This is a win-win combination.

Cut it, dip it, package it and they will purchase it!

About NatureSeal

NatureSeal, Inc. is a subsidiary of Mantrose-Haeuser Co., Inc. is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries headquartered in Westport, Connecticut. Mantrose-Haeuser was founded more than 100 years ago.