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SUPERIOR FRESH

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To Our Valued Customers-

It is to no one's surprise that the effects of COVID-19 have brought real challenges to businesses across the globe. Some of which, are labor constraints, increased costs across most business inputs, and unpredictability in transportation. Our goal is to be a reliable anchor in your fresh produce program. Unfortunately, some of these forementioned challenges are obstacles that reduce the reliability you deserve and prevent us from providing the service levels needed to support a full program within the foodservice segment. To maintain a sustainable business model, *we will be suspending our **salad** sales into the foodservice channel* as of July 2nd, 2021.

Foodservice is near and dear to our hearts. We live and breathe and immerse ourselves with our chefs, restaurant workers, and hospitality professionals. Our infrastructure was built with sophisticated levels of automation to support the retail segment. Our goal is to be up and running by the 4th quarter of 2021 with automated solutions to fully support a foodservice produce and salad program. Significant investments have been made to retro fit the original facilities to keep up with rapidly changing technologies, which will ultimately support consistent supply chain.

In the meantime, Superior Fresh Atlantic Salmon, the first of its kind in the United States, is robust with ample supply and market opportunity. Please continue to support the foodservice industry by offering our sustainable salmon, a true market differentiator, to your customers and consumers.

Thank you from the bottom of our hearts for the continued support and passion behind our regenerative and organic family farm.

Sincerely,

Nate Hefti
Vice President of Sales
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REGENERATIVE AGRICULTURE REIMAGINED™

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