

BULLETIN

 Watercress



 Arugula

www.watercress.com

B&W Adds High-Speed Bagging Machine

B&W Quality Growers recently brought on-line a new specially designed Matrix high speed bagging machine with Yamato scale. This new equipment will be used on B&W's current retail pillow-packs and new food service packs, which are currently under development.

Alan Temple, V.P. of Florida Operations, selected this system after an extensive year long review of various brands used for specialty salad packing.

The Matrix/Yamato combination was selected due to its performance and specifications that closely matched the special requirements for packing delicate specialties like watercress and arugula.

The machine was put into operation at B&W's summer farms in Alabama, where it will produce all bagged product until mid-October; it will then be returned to Florida for the Florida winter season.

Said Temple, "We've seen consistent growth with our retail cello watercress and baby arugula, and feel there may be even greater potential with specialty cellos for the food service segments."

While a formal timetable had not been established at press time, Temple added that their goal is to have new food service packs ready for an introduction at the PMA in Orlando in October.

Don Basso Hired as Director of Logistics

B&W Quality Growers, Inc. is proud to announce the hiring of Mr. Don Basso as Director of Logistics, reporting to V.P. of Sales Joe Cole. In this new position Don will be responsible for transportation, forward distribution, regional partnering with wholesalers, key retail account development and account management.

Don joins B&W with over 40 years of experience in supply chain management, most recently serving as A&P's Director of Produce-Eastern Field, heading up their Florida buying office.

Says B&W V.P. Joe Cole, "Aside from his obvious experience in retail produce and one of the best reputations in our industry, Don is a true gentleman and brings experience that will serve B&W very well in all of our sales initiatives."

Don and his wife Kathy are the parents of four grown children and will maintain their residence in Winter Haven, Florida. Please join us in giving Don a warm and watercress-like welcome to the B&W family.



Retail Cellos Get

B&W has updated the look of their wildly popular retail cello series, including watercress and baby arugula. Shipping began in May, 2003 of these 4-ounce pillow-packs, which show upbeat and refreshing new graphics, new recipes and a fog-resistant film. For details call 772.571.0514



a New Look

Steven Burgoon Joins B&W Sales Desk



Steven Burgoon has traded in his farm manager's hardhat for a seat in the sales department. Formerly the head of B&W's export programs and manager of our summer operations based out of West Virginia, Steven is adding sales to his impressive list of skills and experiences at B&W Quality Growers, Inc.

Steven reports to V.P. of Sales Joe Cole, who adds, "Steven is a great fit for sales. He knows B&W and watercress inside-out and comes with the enthusiasm and the desire to learn- keys to being a great sales person. He's a great addition."

Included among the markets that Steven will manage are Washington/Maryland, Canada, Chicago and others to be added in the months ahead.



Did You Know?

"Watercress fights cancers in three powerful ways; it has a toxic effect on cancer cells, it inhibits the activation of potential carcinogens, and it induces cells to resist attack. For more on cancer and watercress go to www.vitacress.com/News/cancer.

...Up to the Renaissance, watercress was esteemed as a breath freshener and palate cleanser, as well as for medical purposes."

"According to British vegetarian writer Colin Spencer, the Romans treated insanity with vinegar and watercress."

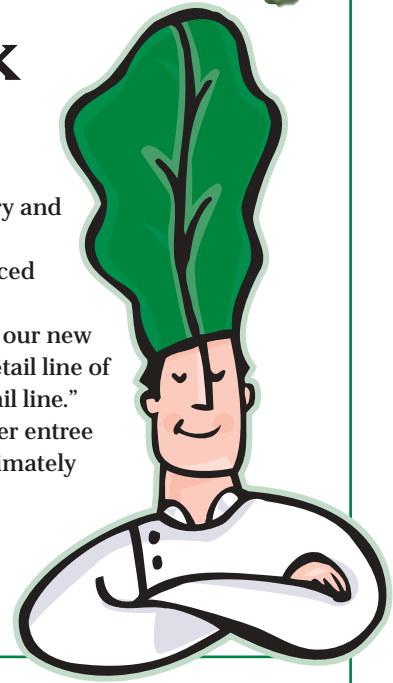
"Watercress is a natural multi-vitamin, with loads of potassium, and Vitamins A, B2, C, D and K, plus loads of trace minerals and antioxidants."

WATERCRESS FACTS

Lewis and Clark regularly found watercress on their trek across the Louisiana Purchase.

When Hippocrates founded the first hospital on the Island of Kos around 400 BC, he grew wild watercress in the natural springs and used it to treat blood disorders.

Coming Soon — Food Service Pack of Watercress and Baby Arugula



B&W has begun development of a new line of products devoted to the special needs of the culinary and food service segments, soon to be available in Watercress and Baby Arugula.

These new bulk packs will be double washed, packed without ice in anti-fog pillow packs for reduced bruising and extended shelf-life.

B&W V.P. of Florida Operations, Alan Temple will spearhead this exciting new line and adds, "With our new Matrix/Yamato high speed bagging machine, food service is a natural and obvious extension of our retail line of cellos. We believe it has the potential for even greater growth than we have seen in the successful retail line."

Adds B&W V.P. of Sales, Joe Cole, "We believe a special food service pack will provide us even greater entree in culinary circles and lead us toward our goal of increasing watercress's presence on menus and ultimately increasing consumer consumption and retail sales."

Specifics on the size and weight of packs were not available at press time, as prototypes were still undergoing field feedback and testing, and changes may come as a result of these findings.

Plans call for an introduction at this years PMA Convention in Orlando in October, with roll-out to follow in November.

Quality Control Manager Joins the B&W Team

Cesar Rodriguez has joined B&W Quality Growers in the newly created senior management position of Quality Control Manager.

His extensive educational background includes a Master of Science degree in Environmental Engineering Sciences, along with two Bachelor of Science degrees; one in Chemistry and the second in Agronomy.

"Cesar was the perfect match for our search for this critical quality control position," added B&W CEO David Green. "He

brings to the table an impressive educational background combined with a broad work history closely related to our special needs." added Green.

Most recently, Cesar participated in the creation, development and implementation of the Florida Food Safety Initiative Tool Kit Program, as well as being a registered Environmental Consultant.

Cesar and his wife Blanca have three beautiful children; Cesar is 22 and in the U.S. Army, and two daughters Jennifer Karina (17), and Blanca Alejandra (15).

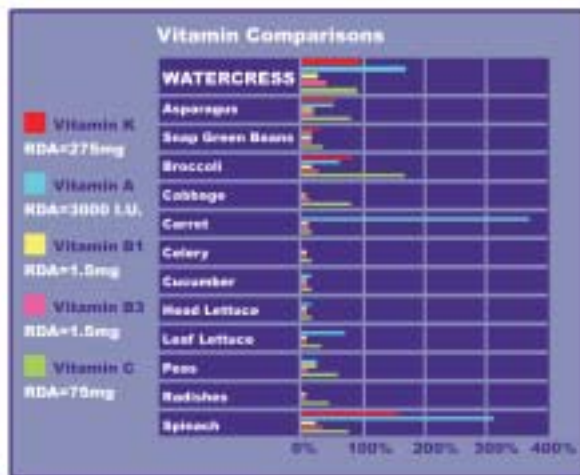
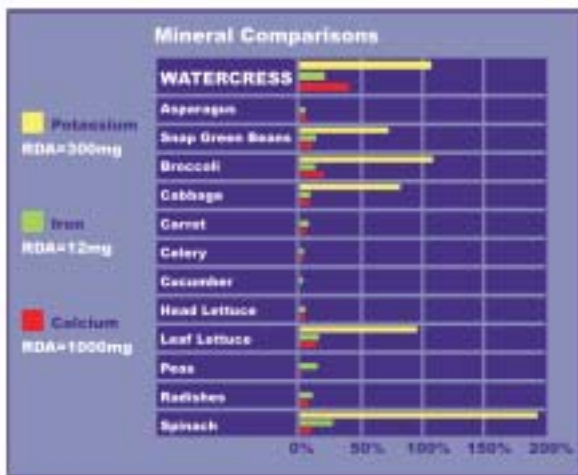
Welcome Cesar, to the B&W World of Quality

Nutritional Information

Watercress is one of mother natures most nutritious and healthful vegetables.

Compare watercress to your favorite 'super-veggie' and you too will...

eat more watercress!



"The American Indian used watercress for liver and kidney trouble and to dissolve kidney stones. It is rich in iron and other valuable mineral elements and its blood purifying and system cleansing properties cause it to be used extensively as a blood purifier."

B&W's watercress, broccoli and Florida Orange Summer Salad

Horseradish gives this summer salad a bit of extra kick and nicely complements the peppery snap of B&W watercress. Fresh Florida oranges add a nice contrast of sweetness.

Makes 4 servings.

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|---------------------------------|---|
| 4 medium oranges | 2 dash salt and pepper |
| 2 teaspoon vegetable oil | 3 1/2 cups small broccoli florets |
| 2 teaspoon prepared horseradish | 1 cup thinly sliced red onion, separated into rings |
| 2 teaspoon honey | 2 bunches or bags B&W watercress, trimmed |

Directions

Peel and section oranges over a large bowl, and squeeze membranes to extract juice. Set oranges aside and reserve 1 tablespoon of juice. Discard orange membranes

Add the oil and the next 4 ingredients (oil through pepper) to the reserved Florida orange juice. Stir well, set aside.

Steam the broccoli, covered, 1 1/2 minutes or until crisp-tender. Rinse the broccoli under cold water, drain well.

Add the broccoli, orange sections, onion and watercress to the orange juice mixture, and toss well. Divide the salad evenly between 4 plates and enjoy!

CALORIES 121 (29% from fat); FAT 3.9g (sat 0.7g, mono 1.1g, poly 1.8g) PROTIEN 4.5g; FIBER 7.8g; CHOL 0mg; IRON 1mg; SODIUM 181mg; CALC 124mg



We Grow Quality.



B&W Quality Growers
17825 79th Street
Fellsmere, Florida
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First Class Mail
U.S. Postage Paid
Permit #367
Vero Beach, FL

Loose Jumble Pack
Watercress • Arugula
• Crate Arugula



Crisp 'N Clear Cello
Watercress • Baby Arugula



Traditional Bunch
Watercress • Arugula



EuroWrap Sleeves
Watercress • Arugula

