

1999 The Year of Quality

When B & W was founded its goal was to become the pre-eminent grower of top quality, highly perishable specialty vegetables, like Watercress and Arugula. The corporate focus on quality has never wavered.

During 1999 B & W has embarked on a comprehensive campaign to re-energize its focus on quality.

"It's really a never ending initiative to recharge and focus on quality throughout everything we do at B & W" says fifth generation, family member and the manager of Growing Operations, Steven Burgoon. "It is critical that every employee understands exactly how they can improve the quality of our products."

B & W has incorporated special incentives, monthly "Quality" meetings, an aggressive incentive driven



suggestion campaign and signage to introduce the program and reinforce its quality message.

Under the guidance from B & W Human Resource Director Hernan Parra, the program began in mid-March and will continue in its current format for the entire year. Upon completion of the first year, a comprehensive review and evaluation will help shape how the program will continue.

Human Resource Director Parra says, "Our employees are the common denominator that drive our quality. . . this program both recognizes our appreciation of our employees' commitment to quality and provides them specific ways they can improve. It is intended to be a never ending effort".

Summer Farms Expanding Again To Meet Demand

It's been a busy year for expansion at B & W's summer operations in Alabama & West Virginia to accommodate increased demand and in anticipation of future growth.

In our Alabama region B & W expanded packaging operations, Watercress growing areas, and growing areas for Arugula, Mint & Cilantro over the past year. These enhancements increase this regions' capacity by over 50% and will contribute significantly to summer availabilities.

In the West Virginia region B & W has recently completed an expansion of packing facilities and earlier completed development of a major growing area for Arugula, Mint and Cilantro.

"Our goal is to fill any summer gaps in availabilities and to anticipate growth needs for the next 5-7 years", says B & W Chief Financial Officer Paul Vogel. "Expansion requires a significant capital investment, but will position B&W as the leader in the specialty items we grow," adds Vogel.

B & W is the world's largest grower of Watercress, headquartered in Fellsmere, Florida with seasonal summer farms in Alabama and West Virginia.



Sixth Generation Tours Farm

B & W's sixth generation take a closer look at this past winter's crop.

Pictured are Sarah Brown, Kaitlyn Brown, Madison Temple, Andrew Brown and Jonathan Temple.





B&W Expands Arugula Offerings

B & W has been synonymous with Watercress for generations. Known for top quality, superior shelf life, and year round availability, the B&W brand of Watercress has an unprecedented reputation as the best.

Now B & W is developing that same kind of reputation for their brand of Arugula.

Arugula, like Watercress, offers a unique flavor and is versatile enough to work well in salads, sauces, soups, or even sandwiches. It has always been a favorite of Italians, but is quickly becoming a mainstream green. It became a favorite green of gourmet chefs over 5 years ago, and is now found in grocery stores and farmers markets across the country.

B & W offers traditional bunch, food service and retail packs, all tailored to the special needs of each produce industry segment.

B & W Arugula packs include traditional crate Arugula with roots, cut bunches with no roots, EuroWrap sleeves retail packs, cello baby Arugula retail packs and 3lb. loose baby leaf food service packs.

“Our expanding range of packs for Arugula is a testament to Arugula’s increasing popularity,” says B & W Director of Sales & Marketing Andy Brown.

All Arugula products are governed by B & W’s comprehensive HACCP, on-site microbiology lab and a reputation for quality of over 130 years.

Now B & W brand means Watercress, Arugula, and of course. . .quality.

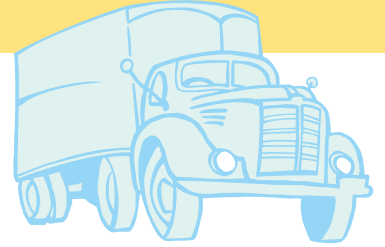
Hats Off to Chef Miki Knowles

A special tip of the old chef’s hat to Chef Miki Knowles of Winter Park, Florida. Miki, a graduate of the renowned Disney Culinary Institute, recently completed development of a new series of recipes for B&W’s extensive recipe library (you can enjoy some of Miki’s delicious recipes on the adjacent page).

Congratulations and thank you.

Ounce for ounce, Watercress has more vitamin C than oranges, more iron than spinach and more calcium than milk. Watercress adds healthy zest to any meal.

B & W Extends Reach Via Verdelli For Deliveries



B & W has forged a strategic partnership with Verdelli Salads that utilizes the east coast vegetable processor and salad maker’s extensive fleet for timely deliveries throughout the Northeast United States.

By combining deliveries B & W and Verdelli hope to benefit both themselves and their customers.

“The customers benefit through streamlined and simplified receiving logistics by reducing the number of trucks delivering into their warehouse. B & W benefits with a far more flexible delivery schedule compatible with customer needs and Verdelli benefits by keeping their trucks a little fuller,” says Verdelli Director of Marketing, Tom Marroli.

This system allows B & W the opportunity to offer customers currently receiving from Verdelli the flexibility of multiple deliveries of B & W products each week at competitive costs. Orders are placed with B & W, consolidated on a truck at B & W’s Florida or summer locations and delivered to Verdelli within 24 hours. Customers generally receive their product the next business day with their regular Verdelli delivery.

For details call Andy, Lynn or Sandie at 1-561-571-0514.

Watercress is A Great Source of Folic Acid

Folate is the new wonder vitamin that brings dramatic health benefits for women and men. It prevents birth defects such as spina bifida when taken in early pregnancy . . .lowers blood levels of homocysteine (an amino acid that in excess increases heart attack risk).

Folate, a B-Vitamin, also protects against colon and cervical cancer.

WATERCRESS IS ONE OF NATURES GREATEST NATURAL SOURCES OF FOLIC ACID. . .EAT UP AMERICA!

Summer Loading Hours Shipping Phone & Fax Numbers	
<p>B&W Alabama</p> <p>Sales561-571-0514</p> <p>Packinghouse . . .256-379-3312</p> <p>Packinghouse Fax .256-379-2897</p> <p>Loading Hours:</p> <p>Monday through Saturday 7am – 6pm Overnight Loading Available</p>	<p>B&W West Virginia</p> <p>Sales561-571-0514</p> <p>Packinghouse . . .304-274-3775</p> <p>Packinghouse Fax .304-274-4075</p> <p>Loading Hours:</p> <p>Monday through Saturday 7am – 6pm Overnight Loading Available</p>



WATERCRESS BRUSHETTA

MAKES 8 SERVINGS
PREP TIME: 30 MINUTES

1 LOAF FRENCH BREAD (CUT INTO 16 SLICES), SLICED 1 1/2 INCH THICK
1 JAR PESTO SAUCE (7 OZ.)
1/4 CUP PINE NUTS (PIGNOLIA), TOASTED
1 BUNCH WATERCRESS, CHOPPED
1 EACH LARGE TOMATOES, DICED
3/4 CUP PROVOLONE CHEESE, SHREDDED
3/4 CUP MOZZARELLA CHEESE, SHREDDED
2 EACH LEMONS, WEDGED

Preheat oven to broil. Spread out bread on baking sheet and toast each side of bread under broiler until golden brown. Spread pesto onto one side of bread. Sprinkle the bread with pine nuts, dividing between all pieces of bread. Cover each piece of bread with the chopped watercress, diced tomatoes, provolone and mozzarella cheese. Place baking sheet under broiler until cheese is nicely melted and lightly browned. Squeeze lemon on top of the finished bread and serve warm.

PER SERVING (EXCLUDING UNKNOWN ITEMS): 105.1 CALORIES; 8.1G FAT (63.3% CALORIES FROM FAT); 6.7G PROTEIN; 3.9G CARBOHYDRATE; 17 MG SODIUM.



WATERCRESS, STRAWBERRY AND ASPARAGUS SALAD

MAKES 4 SERVINGS

DRESSING:

1/2 CUP LEMON JUICE
4 TABLESPOONS OLIVE OIL
4 TABLESPOONS HONEY

SALAD:

1 BAG OR BUNCH OF B&W WATERCRESS
2 CUPS FRESH ASPARAGUS CUT IN 1" PIECES
2 CUPS FRESH STRAWBERRIES, SLICED

In a blender or food processor, combine all dressing ingredients and blend well. Cook the asparagus in boiling water for 3-5 minutes or until tender but crisp, drain. Rinse well with cold water; drain. Divide the watercress onto 4-6 salad plates and cover with strawberries and asparagus. Drizzle with dressing.

PER SERVING (EXCLUDING UNKNOWN ITEMS): 917.3 CALORIES; 55.6G FAT (50.5% CALORIES FROM FAT); 9.4G PROTEIN; 113.2G CARBOHYDRATE; 0MG CHOLESTEROL; 27MG SODIUM.



CREAM OF POTATO AND ARUGULA SOUP

MAKES 4 SERVING
PREP TIME: 1 HOUR

1 TABLESPOON OLIVE OIL
8 OUNCES LEEKS, WHITE PART ONLY, THICKLY SLICED
1 EACH ONION, LARGE, COARSELY CHOPPED
1 POUND POTATOES, ALL PURPOSE, PEELED & DICED
6 CUPS CHICKEN STOCK
1/8 TEASPOON SALT
1/8 TEASPOON WHITE PEPPER
1 1/2 BAGS ARUGULA, CHOPPED, RINSED & DRAINED
1/2 CUP LOW FAT SOUR CREAM

In a 4 quart saucepan, heat the olive oil over medium heat. Stir in leeks, onion and 1 cup of stock. Cover and cook 10 minutes, stirring frequently, until soft but not browned. Add the potatoes to the saucepan and mix well. Pour in half of the remaining stock and bring to a boil. Simmer, partially covered 15 to 20 minutes, until potatoes are very soft. Remove from the heat. Transfer the potato mixture to a blender or food processor and puree until smooth. Pour the remaining stock into the pan.

PER SERVING (EXCLUDING UNKNOWN ITEMS): 171.5 CALORIES; 4.5G FAT (25.7% CALORIES FROM FAT); 4.6G PROTEIN; 24.9G CARBOHYDRATE; 330 MG SODIUM.



Year of The Rabbit Brings Good Fortune

B&W sent special acknowledgements to Asian and Non-Asian customers this past February to celebrate the Chinese New Year. The special mail tube included personalized aprons, posters, and special fortune cookies (each containing a special B&W message of good fortune).

B&W brand watercress is a longtime favorite of Asian customers because of its rich color, full sized bunch, and hearty strain that cooks down nicely in Asian dishes.

Our Asian patrons have long been generous users of watercress in soups, stir-fry, tempura, and even lightly blanched and sprinkled with sesame seeds.

B&W's Year of The Rabbit included posters, aprons and fortune cookies



D'Arrigo Brothers Company of New York

B & W is proud that some of America's leading agrifamilies represent our products in the markets they serve. One such family is the D'Arrigo family, with wholesale and marketing operations in New York and Boston, and grower, packer, shipper, and marketing operations on the West Coast.

B & W products have been a mainstay at both D'Arrigo Brothers of New York and Massachusetts for many years and they have become one of the largest sellers of watercress in the USA. They only sell one brand. . . B & W.

You recognize the D'Arrigo name and their Andy Boy brand as synonymous with broccoli, and more recently broccoli rabe. The family is literally responsible for America's insatiable appetite for the flavor and nutrition of broccoli.

The third generation of D'Arrigos now help guide this American success story that represents the best of American agribusiness and all it stands for.

This past year the D'Arrigo's celebrated their 75th Anniversary with a special celebration at last year's PMA and a year's worth of special events and promotions throughout the year.



We salute the entire D'Arrigo family for their contributions to American agriculture and business. We thank them for their loyalty to B & W Quality Growers and we share their faith in the family enterprise.

Also a tip of the hat to Joe and Mark in Boston and Larry, Mike, Brian and Bill in New York.



Did you know that they've grown Watercress in space to evaluate its potential as a fresh food source for the spacelab. We can't wait to send them some of our new recipes...they're out of this world!



We Grow Quality.

B&W Quality Growers
17825 79th Street
Fellsmere, Florida
32948



Traditional Bunch

Watercress • Arugula • Mint
• Cilantro



EuroWrap Sleeves

Watercress • Arugula • Mint
• Cilantro



Crisp 'N Clear Cello

Watercress • Baby Arugula
• Cilantro



Loose Jumble Pack

Watercress • Baby Arugula
• Baby Spinach

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