



Charles Sweat | CEO



Charles Sweat joined Earthbound Farm in 1998 as Chief Financial Officer and soon thereafter was appointed Chief Operating Officer. Since November 2006, he has served as President of the company and in July 2009, he took on the additional role of Chief Executive Officer. During his 14 years with the company, Sweat has been a key member of the executive team, leading strategic planning and execution in operations, finance, human resources and IT as the company has established itself as one of the nation's leading organic brands and largest producer of organic produce and specialty salads. He has helped grow Earthbound Farm into a major player in the organic food industry, gaining a 65% market share of organic produce in North America and expanding its business operations to Canada, Mexico, and Chile with sales presence reaching major metropolitan areas in Europe and the East Asian markets. During this time, the company's organic sales have grown from \$10 million to nearly \$500 million.

Today, Earthbound Farm's organic produce is grown on more than 50,000 acres, keeping more than 19 million pounds of harmful chemicals out of the air, water, and food supply. The company has a greater than 50% share of US organic salad sales and has pushed organic penetration in tender leaf salads to 51%, where total US food sits at just over 4%. In 2009, on behalf of the founders, owners and employees of Earthbound Farm, he led the deal that brought private equity firm HM Capital Partners into the ownership group.

Sweat has appeared on Good Morning America, PBS's News Hour, and been featured in Bloomberg Markets Magazine, Bloomberg's Business Week, and participated in Bloomberg's "Fix This: Food & Agriculture" roundtable discussion with Dr. Elizabeth Hagen, Under Secretary of Food Safety at the U.S. Department of Agriculture; Craig Wilson, Vice President of QA and Food Safety at Costco; and Richard Leach, Executive Director of World Food Program USA.

Under his leadership, the company has been recognized with numerous awards, including:

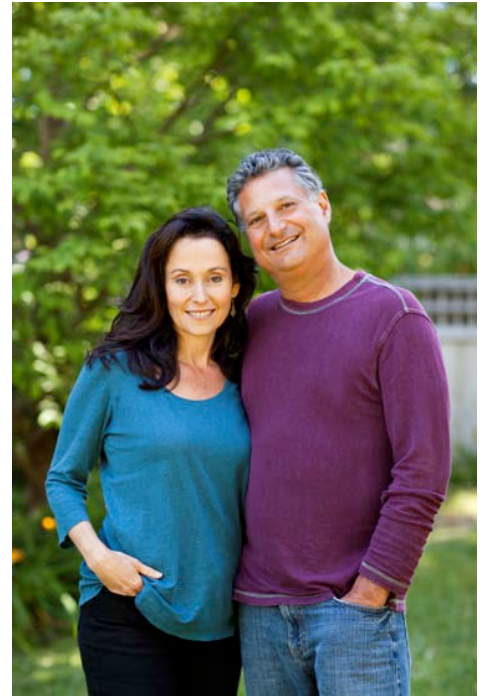
- 2012 Earthbound Farm awarded NSF International Food Safety Leadership Award
- 2012 Earthbound Farm awarded Responsible Packaging Award by Sustainable Food Trade Association
- 2010 Earthbound Farm named Outstanding Philanthropic Corporation of the Central Coast
- 2005 California Governor's Environmental & Economic Leadership Award (Cal EPA)
- 2004 Integrated Pest Management Innovator Award (Cal EPA)
- 2005 Fresh Cut Produce Award, presented by the International Fresh Cut Produce Association
- 2003 Global Green USA's Corporate Environmental Leadership Award

Sweat is an alumnus of the Stanford University School of Business's Senior Executive Program and served on the school's Alumni Board of Directors. He was a regional winner and national finalist in Ernst & Young's 2011 Entrepreneur of the Year Awards.

Drew & Myra Goodman | Founders

Drew & Myra Goodman founded Earthbound Farm on a two-and-a-half acre backyard garden in Carmel Valley, CA in 1984. Both were recent college graduates, “city kids” from Manhattan, who became self-taught farmers who intuitively resisted handling agricultural chemicals. They believed that growing crops organically, in harmony with nature, would yield the healthiest food possible.

Earthbound Farm was the first company to successfully package pre-washed salads for retail sale in 1986, and they have been credited with popularizing spring mix salads nationwide. The company has grown from humble beginnings to become the largest grower of organic produce in North America, with more than 200 farmers cultivating 53,000 organic acres. Earthbound Farm organic salads, fruits, and vegetables are now available in 75% of supermarkets across the country, and their farming practices avoid the use of more than 19 million pounds of agricultural chemicals every year. Striving to help change how America farms and how America eats, Earthbound Farm’s mission is to bring the benefits of organic food to as many people as possible and serve as a catalyst for positive change.

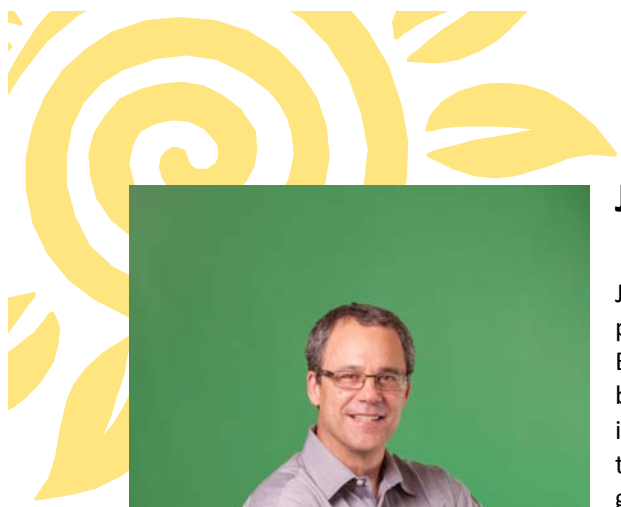


The Goodmans were recently inducted into the Social Venture Network Hall of Fame as Environmental Evangelists, along with Stonyfield Farm co-founder Gary Hirshberg, founding farmer of Organic Valley George Siemon, and co-founder of Seventh Generation Jeffrey Hollender. The Goodmans have been also been recognized with Global Green USA’s Corporate Environmental Leadership Award in 2003 and the Organic Trade Association’s Organic Leadership Award in 2008. Earthbound Farm has been honored as 2010’s Outstanding Philanthropic Corporation of California’s Central Coast, as well as earning the State of California’s 2004 Integrated Pest Management Innovator Award, and the California Governor’s 2005 Environmental and Economic Leadership Award. As passionate advocates for organic food and farming, between the two of them they have appeared in dozens of television shows, including *Oprah*, *Live with Regis and Kelly*, and *Good Morning America Health*, and have been featured in hundreds of publications, including *Bon Appetit*, *Gourmet*, *More*, *People*, and *The New York Times*.

Myra is the author of two popular cookbooks; *Food to Live By: The Earthbound Farm Organic Cookbook* (2006, Workman Publishing), and *The Earthbound Cook: 250 Recipes for Delicious Food and a Healthy Planet* (2010, Workman Publishing). Myra’s third cookbook, *Straight from the Earth: 100 Irresistible Vegan Recipes for Everyone*, is due out in early 2014 (Chronicle Books).

In addition to his work at Earthbound Farm, Drew is committed to protecting the environment by finding ecological alternatives to replace the use of virgin petroleum. He is the founder and president of EcoTrip Transportation, a company that leases vehicles that run on biodiesel made from recycled vegetable oil. He and Myra are also partners in Sustainable Packaging Partners, a company that recycles post consumer PET plastic for reuse in food packaging, saving water, energy and petroleum, and diverting waste from landfills.

Myra studied at the University of California at Berkeley, where she was Phi Beta Kappa and earned a degree in the Political Economy of Industrial Societies. Drew studied at the University of California at Santa Cruz, where he earned a degree in Environmental Studies. They still live on their original farm in Carmel Valley.



Jeff Cook | Chief Financial Officer



Jeff Cook has more than 25 years of financial experience in the fresh produce industry. As the former Vice President of Finance at Fresh Express, Jeff was instrumental in building processes and systems to make better-informed management decisions, implementing company initiatives, and assisting in the management of the strategic direction of the company. Since joining Earthbound Farm, Jeff has implemented a ground-up sales forecasting system that creates accountability by salesperson, instituted a delivered freight process to prioritize key accounts, and streamlined an automated many of the financial reporting systems.

Jeff manages the risk management function, including insurances and legal, either personally or through direct reports. He oversees all aspects of financial planning and analysis, cash flow management and treasury functions, and accounting systems that includes Financial Reporting, Cost Accounting, Accounts Payable, Accounts Receivable, Payroll and Grower Accounting. In addition, all Office Administration and Information Technology also reports through him.

He is a graduate from the business school of Sacramento State with a concentration in Accounting.


Craig Hope | Chief Customer & Marketing Officer

Craig Hope joined Earthbound Farm in 2010 as Chief Customer Officer, leading the company's sales organization. His role was expanded to include leadership of the marketing organization in 2012. He brings extensive executive experience developing and leading strategic customer teams in well-established and highly entrepreneurial environments.

Craig has 25 years experience in consumer packaged goods sales organizations and has held roles as Customer Vice President at Kraft, Nabisco, and Distant Lands Coffee. As head of sales for Distant Lands, Craig built a go-to-market strategy that improved pricing and profitability and doubled the company's business in three years.

Prior to joining Distant Lands Coffee, Craig spent 15 years with Kraft Foods Company & Nabisco, where he served as the Customer Vice President of Sales. While at Kraft Foods & Nabisco, Craig developed and implemented multiple brand strategies, integrated customer solutions that enhanced win/win performance, and integrated multiple best practices to help retailers win share in core categories while driving profitable growth across multiple product distribution methods.





Prior to joining Kraft Foods Company, Craig was in multiple field sales and headquarter roles at Nabisco Foods (acquired by Kraft in 2001) in such areas as category sales management and planning, sales strategy, brand and product development, trade planning, marketing plans, and business planning. Prior to joining Nabisco Foods, Craig held multiple field sales leadership roles with the E&J Gallo Wine Company.

Craig holds a Bachelor of Science degree from the University of the Pacific, in Stockton, California and has two children, an 18-year-old son and 21-year-old daughter, both at Arizona State University.



Otto C. Kramm | Chief Production Officer

Born and raised in the Salinas Valley, Otto Kramm began farming in 1988 and converted to organic farming in 1996, after he began to question the use of conventional agricultural chemicals and their effect on the health of humans and the environment. Otto is widely respected in the organic farming community as an intelligent and creative organic farmer.

In September 1996, Otto joined Earthbound Farm co-founders Drew and Myra Goodman and Stan Pura of Mission Ranches and formed Mission Organics. Mission Organics was formed to supply organic salads and produce to Earthbound Farm exclusively. As Managing Partner, Otto grew the Mission Organics acre base from 500 to over 4500 acres by the end of 2009.

In January 2010, Mission Organics was vertically integrated into Earthbound Farm, when Otto became Senior Vice-President of Northern Farming Operations. In July 2011, Otto was given the additional responsibility of managing all of the farming for Earthbound Farm and


now holds the role of Chief Production Officer, with responsibility for all of the company's internal farming operations and supply management. Today, Earthbound Farm's owned farming operations account for more than 7,500 farm acres, translating to more than 15,000 crop acres.

Sandy Whitehouse | Chief Human Resources Officer

Ms. Whitehouse joined Earthbound Farm in March 2011 as Chief Human Resources Officer, responsible for human resources strategy, associate and leadership development, associate relations, total rewards, and health and safety. Prior to coming to Earthbound Farm, Sandy served as Vice President of Human Resources for Orchard Supply Hardware where she strategically aligned human resource processes to support the achievement of organizational business objectives, instituting rigor in talent and performance management, recruitment, and training delivery.

A 35-year retail veteran with Sears Holdings, Sandy possesses broad retail background in operations, merchandising, and successful profit and loss accountability that includes turnaround assignments in district management, district merchant, and store management. In Human Resources (HR), Sandy was the Director of HR for Sears full line stores,





supporting the change management processes involved with their store model and HR conversion, and was also a full line stores region and district HR manager.

Sandy possesses a Bachelor of Arts degree in English from San Francisco State University.



Todd Kodet | Senior Vice President, Supply Management

Todd brings over 35 years' experience to his role managing Earthbound Farm's organic land base, planting schedules, farming, and harvesting. His role includes managing the farming contracts and relationships between both partner and independent growers. His department covers planting and supply schedules, sourcing and contracting, and harvest for all salad, row crop, fruit and commodities.

Todd is a Registered Professional Entomologist, and he serves on the California Dept. of Agriculture's Leafy Greens Research Advisory Board and Executive Committee. He holds a California pest control advisor license and memberships in the Entomological Society of America and the Association of Applied Insect Ecologists. Prior to joining Earthbound Farm in 2000, Todd was Director of Scheduling and Grower Support for Bruce Church LLC/Fresh Express. He earned his Bachelor's degree in environmental studies from UC Santa Barbara and holds a Master's degree in entomology from the University of Arizona.

Will Daniels | Senior Vice President, Operations & Organic Integrity

Will Daniels has been with Earthbound Farm since 1999. He has helped the company grow from a small, regional salad producer to the nation's largest grower, packer and shipper of organic produce. As Earthbound Farm's Senior Vice President of Operations and Organic Integrity, Daniels is responsible for operations (manufacturing, distribution, facilities), food safety, food quality and the company's organic integrity program.

As the leader of Earthbound Farm's industry-leading food safety program, Will is a sought-after speaker and has addressed key issues in food safety in the produce industry at meetings of the National Academy of Sciences, the National Restaurant Association, the Institute of Food Technologists, and the International Association for Food Protection. He is the keynote speaker at the 2013 Food Safety Summit in Washington, DC and was recently named one of the food industry's top food safety leaders by Marler/Clark's *Food*



Safety News. He has also been featured in a variety of national news stories on food safety with media such as *The New York Times*, and ABC News's "Good Morning America" and is the author of a chapter, "Effectively Managing through a Crisis," in the book Microbial Safety of Fresh Produce, published by Wiley in 2009.

An active leader in the organic industry, Will serves on a variety of boards and technical committees.



Glenn Daniels | Vice President, Customer Development/Eastern Region

Glenn Daniels is the Vice President of Customer Development in the Eastern Region for Earthbound Farm, one of the country's leading organic food brands. A produce industry veteran with more than 25 years' experience, he has been with Earthbound Farm since 2001, playing a major role in growing the company's sales throughout the United States and Canada. During his tenure, company sales have grown nearly 300%.

Glenn began his work with the company managing food service and regional sales accounts. He quickly expanded his role by servicing larger territories, and then overseeing teams for these areas championing new products and elevating standards for customer service. Prior to working at Earthbound Farm, Glenn held a number of positions at Dole Fresh Vegetables. Glenn was a Regional Sales Manager for their Chicago office, Director of Commodity Sales in Salinas, California and National Accounts Manager for Food Service in Dallas, Texas.

Glenn graduated from Baylor University with a bachelor's degree in Business Administration and Marketing.

Jon Nicosia | Vice President, Customer Development/Western Region

Jon Nicosia is the Vice President of Customer Development in the Western Region for Earthbound Farm, one of the country's leading organic food brands. He has been with Earthbound Farm since 2011, managing major accounts including Sprouts, Kroger, Safeway and Whole Foods.

Jon leads the company's sales team training and onboarding program development. In addition, he manages broker relationships and develops contracts for long-term retail partnerships. Prior to working at Earthbound Farm, Jon was the Director of Sales in the Pacific Northwest for PepsiCo Beverages and Foods where he handled over \$500MM in business.

Jon has a Bachelor of Science degree in Marketing and Management from Regis University in Denver, Colorado.





Steve Koran | Vice President, Sales/Customer Service & Product Management

Steve Koran is Vice President, Sales/Customer Service & Product Management for Earthbound Farm, one of the country’s leading organic food brands. He has been with Earthbound Farm since 2009, when his first role was overseeing the Commodity Management Group.

Steve leads the company’s desk sales/customer development team in addition to the Product Management, Global Fruit, and Foodservice/Alternate Channels teams. Prior to working at Earthbound Farm, Steve managed commodity and retail sales groups for Dole, Tanimura and Antle and Matori Farms.

Steve has a Marketing Degree from the University of Illinois.

Pete Donlon | Vice President, Strategic Sales

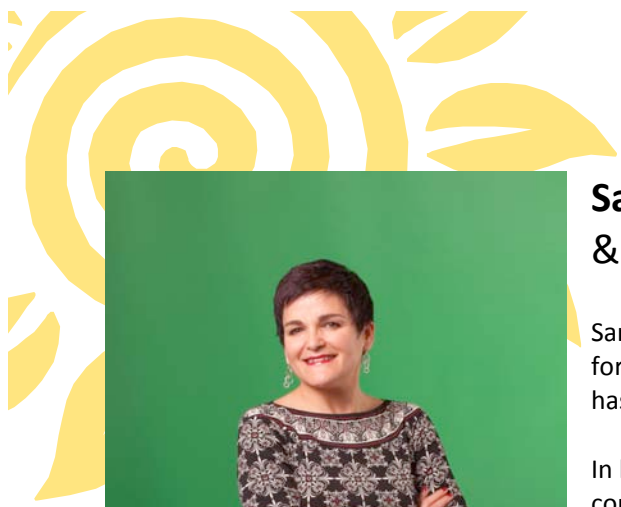
Pete Donlon is Vice President of Customer Development with Earthbound Farm, one of the country’s leading organic food brands. Pete develops and manages the company’s relationship with key customers such as Costco, Food Source, Trader Joe’s and Chipotle. His background in product and new business development allow him to keep in front of key customers future needs. Pete understands the operational as well as the sales sides of the business and is instrumental in finding cross functional solutions.

Pete has been with Earthbound Farm since 1990 and is a veteran of the very early days on the Goodmans’ original 2½-acre farm. During his tenure, he has worked as a General Manager, VP Operations, and VP Research and Development.

Active in the fresh produce industry, Pete has served on board of the United Fresh Produce Association.

Pete attended California Polytechnic University, San Luis Obispo.





Samantha Cabaluna | Vice President, Marketing & Communication

Samantha Cabaluna is the Vice President of Marketing & Communication for Earthbound Farm, one of the country’s leading organic food brands. She has been with Earthbound Farm since 2003.

In her time at Earthbound Farm, Samantha has led the company’s communications and marketing programs, from consumer and trade marketing to public relations, crisis/issues management, consumer affairs, community relations, and digital marketing. She is the primary advocacy and legislative lead at Earthbound Farm and is responsible for developing the company’s positions on key issues of interest to consumers and members of the organic community. She’s one of the company’s most visible spokespersons and first point of contact for the media, achieving placements for Earthbound Farm in A-level media including *The New York Times*, *Wall Street Journal*, *USA Today*, *Prevention*, *Women’s Health*, *Gourmet*, *Good Housekeeping*, *Family Circle*, *Everyday with Rachel Ray*, *Bloomberg Markets Magazine*, and *Business Week*, among others.

Samantha is a member of the Board of Directors of the Organic Trade Association, the board for Organic PAC, and the steering committee that is exploring the feasibility of an Organic Research and Promotion Order.

She holds a Bachelor’s Degree in Communications from the University of California at San Diego.

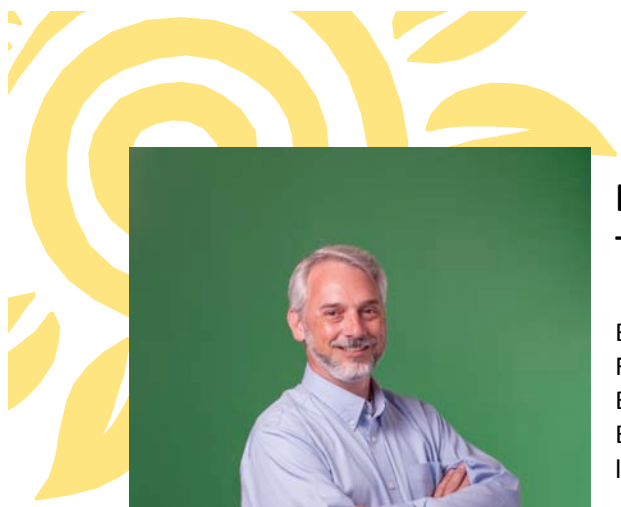
Nathalie Fontanilla | Vice President, Product Innovation

Nathalie Fontanilla is the Vice President of Product Innovation for Earthbound Farm, for Earthbound Farm, one of the country’s leading organic food brands. She has been with Earthbound Farm since 2001, playing a major role in the company’s product line expansion and leadership in the organic salad category.

Nathalie leads the company’s product innovation initiatives both in the salad and fresh produce categories and in its new forays outside the produce department with frozen fruits and vegetables, snacks, and beverages, as well as packaging enhancements. Her work also includes the evaluation of current products and processes to identify opportunities for improvement, and research of new technologies relative to the field. Prior to working at Earthbound Farm, Nathalie was a food technologist in the Research & Development Department at Dole Fresh Vegetables.

In 2010, Nathalie was recognized by *Produce Business* magazine as one of the “40 under 40 Rising Stars” of the produce industry. She earned her Bachelor’s in Food Science at the California Polytechnic State University San Luis Obispo.





Blaine Sutliff | Vice President, Information Technology

Blaine Sutliff is Vice President of Information Technology for Earthbound Farm, one of the country’s leading organic food brands. He has been with Earthbound Farm since 1998 and is responsible for ensuring that Earthbound’s mission critical systems are secure and available at all locations at all times.

Blaine develops the company’s technical infrastructure and establishes security standards and procedures to mitigate risk and facilitate business continuity. Prior to joining Earthbound Farm, Blaine was a Partner and Director of Outsourced Information Services for Executive Computer Concepts of Monterey.

Blaine studied aeronautical computer science at Embry Riddle Aeronautical University, earned his degree in Information Technology from Western Governors University, and holds multiple professional certifications from Microsoft, Cisco, Novell, Apple, and the Computing

Technology Industry Association. He is a member of Mensa, the Institute of Electrical and Electronics Engineers (IEEE), and the Computing Technology Industry Association (CompTIA).

Juana Gomez | Vice President, Human Resources

Juana Gomez is the Vice President of Human Resources for Earthbound Farm, one of the country’s leading organic food brands. Joining the administrative staff of the Earthbound Farm Stand when she was still in high school, Juana has been with Earthbound Farm since 1993.

Juana developed her skills and responsibilities while on the job, taking a position in accounting while concurrently studying to receive an Associate of Arts degree in Accounting from Cabrillo College in Aptos, California. Driven to complete her education and further her depth of knowledge, Juana also completed a Bachelor of Arts in Business Administration with emphasis in Human Resources from San Jose State University in California, and finally a Masters of Business Administration from California State University Monterey Bay in California. Juana serves as a strategic partner and trusted advisor to the business in helping each function in the company achieve its business objectives through integrated people strategies. She also provides focused leadership on associate relations, talent management, facilitating and supporting organizational change.



Juana has taken a special interest in cultivating the careers of operations employees at Earthbound Farm, elevating talent and seeking to meet their individual needs. As the company continues to grow, Juana ensures that its people grow with it.