

Village Farms highlights sustainability with a video feature on its Web site

By Pamela Riemenschneider
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Village Farms LP's updated Web video gives a nod to Mother Earth while outlining the company's environmentally responsible practices.

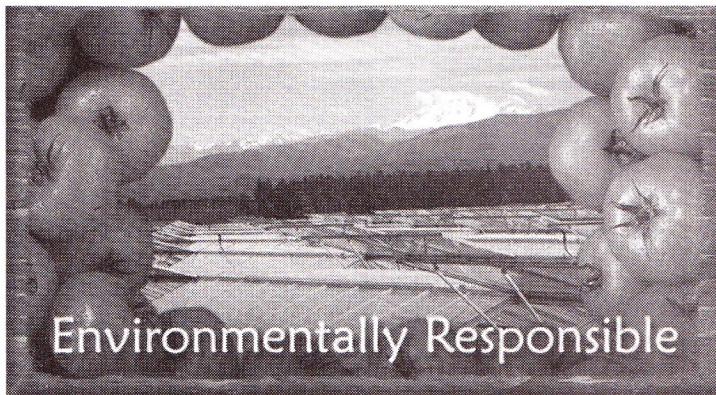
The Eatontown, N.J.-based greenhouse company noticed many people don't know a lot about its sustainable practices, so it produced a video outlining the company's Hydroperfect growing practices.

The video is featured on the company's Web site, www.villagefarms.com, and showcases chief executive officer Michael DeGiglio talking about the company's facilities and philosophy.

"Most know Village Farms' products are hydroponic greenhouse grown, but, frankly, that's it," said Helen Aquino, marketing administrator.

Sustainability is a core focus for Village Farms, said Doug Kling, senior vice president and chief sales and marketing officer.

Consumer demand for transparency in how food is grown, pro-



Courtesy Village Farms LP

Village Farms LP, Eatontown, N.J., created a video to highlight and explain the company's environmentally responsible practices to consumers. The video is featured on the company's Web site, www.villagefarms.com.

duced and transported is high, Kling said.

"We are finding the way we have been growing food and doing business all along aligns with peo-

ple's values," he said.

The video also touts the health benefits, food safety practices, integrated pest management and production practices at Village Farms.