



Company Milestones

Since 1984, Earthbound Farm has sprouted from a small backyard garden into a pioneer for healthy eating and the country's largest provider of organic produce. Through sunshine, rain, a little luck, and a lot of hard work, Earthbound Farm has achieved many milestones in its 30-year history, all while remaining rooted in a mission to provide fresh, organic food to as many people as possible.

1984 Drew and Myra Goodman found Earthbound Farm on a 2.5-acre backyard garden in Carmel Valley, Calif. Their first crop is organic raspberries, sold at their roadside stand.

1986 Earthbound Farm becomes the first company to successfully launch pre-washed salad packaged for retail sale. The first blend is Mixed Baby Greens, quickly followed by Baby Spinach Salad, Asian Salad Mix and Baby Romaine Salad. These become the foundation of the baby leaf salad category, its popularization and success credited to Earthbound Farm.

1992 Earthbound Farm moves its operation to a 32-acre farm in Watsonville, Calif. (about 40 miles north of Carmel Valley) and builds a 9,000-square-foot production facility. Earthbound Farm opens its Farm Stand in Carmel Valley, just down the road from the original farm.

1993 Earthbound Farm begins selling its salad greens to major food retailers, including Costco, Lucky, Safeway and Albertson's.

1995 Earthbound Farm partners with Mission Ranches, a group of third-generation farmers from the Salinas Valley. Mission Ranches brings 800 acres of organic farmland to the partnership.

1996 Earthbound Farm moves its headquarters and processing to a 25,000-square-foot facility in San Juan Bautista, Calif. The company adds organic romaine hearts, broccoli, cauliflower and celery to its line of organic salads — the first four in what would become an extensive line of organic vegetables.

1998 With 5,800 acres farmed organically, Earthbound Farm becomes the largest grower of organic produce in the country, a distinction it still holds today.

1999 Earthbound Farm begins to add organic fruit to its line of organic salads and vegetables.

2003 Earthbound Farm's line of organic produce expands to more than 100 items and its products become available in 75 percent of the nation's supermarkets.

Founders Drew and Myra Goodman receive Global Green USA's Corporate Environmental Leadership Award.

Earthbound Farm opens an organic café at its Farm Stand, the nation's third certified-organic kitchen, serving organic prepared foods based on the seasonal harvest from its surrounding fields.

2004 Earthbound Farm receives the Integrated Pest Management Innovator Award from the California Department of Pesticide Regulation in recognition of its pioneering efforts to manage pests without the use of chemicals.

2005 Earthbound Farm receives The California Governor's Environmental & Economic Leadership Award, the state's highest environmental honor; and the Fresh Cut Produce Award, presented by the International Fresh Cut Produce Association.





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2006 “Food to Live By: The Earthbound Farm Organic Cookbook” is published, featuring more than 260 recipes by co-founder Myra Goodman.

2008 The majority of Earthbound Farm partner farmers begin running their farming equipment on biodiesel.

Earthbound Farm converts to post-consumer recycled cardboard for its salad cartons, which conserves annually:

- 83,363 million BTUs (MMBTUs) of energy (about as much as 916 average homes use in a year)
- 111.8 gallons of water (enough to fill about 169 Olympic swimming pools)
- 153,000 trees
- 16.5 million pounds of carbon dioxide emissions (about as much CO₂ as 1,503 cars emit in a year)
- 9.8 million pounds of solid waste (about 352 fewer garbage truckloads sent to the landfill)

Drew and Myra Goodman are honored by the Organic Trade Association with the Organic Industry Leadership Award.

2009 Earthbound Farm starts making its salad clamshell packaging from post-consumer recycled (PCR) plastic.

HM Capital Partners becomes a partner in the company, investing resources and expertise to support Earthbound Farm’s leadership and growth in the organic category.

2010 Myra Goodman’s second cookbook, “The Earthbound Cook: 250 Recipes for Delicious Food and a Healthy Planet,” is published.

Earthbound expands its convenience offerings with the launch of PowerMeals, ready-to-eat meal options mixing fresh organic greens, seeds, fruits and whole grains.

2011 Earthbound Farm grows beyond the produce aisle, launching a full line of 14 organic frozen fruits and vegetables.

Earthbound Farm CEO Charles Sweat is honored as Ernst & Young’s Entrepreneur of the Year 2011 Northern California in Food Products.

2012 Drew and Myra Goodman are inducted into the Social Venture Network’s Hall of Fame as environmental evangelists.

A photo of the Earthbound Farm baby lettuce harvester is included in the Smithsonian National Museum of American History’s FOOD: Transforming the American Table 1950-2000 exhibit.

Earthbound Farm is honored by National Food Safety International with the NSF Food Safety Leadership Award Winner for Systems Improvement.

The Responsible Packaging Project presents its Responsible Packaging Award to Earthbound Farm for new zip-top clamshell salad packages.





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2014 Earthbound Farm joins WhiteWave Foods, an independent, leading consumer packaged food and beverage company committed to changing the way the world eats for the better. The partnership establishes for Earthbound an even stronger foundation for developing new ways to bring healthy, organic food to as many people as possible.

Myra Goodman's third cookbook, "Straight from the Earth: Irresistible Vegan Recipes for Everyone," is published.

2015 Earthbound Farm helps offset the carbon emissions of its processing plant's energy usage by planting trees with American Forests. Since 1999, Earthbound Farm has planted more than 740,000 trees, which will absorb about 337,000 tons of CO₂ during their lifetimes.

Earthbound Farm's organic farming on nearly 47,000 acres will:

- Avoid use of over 508,000 pounds of toxic and persistent pesticides;
- Avoid use of more than 15.6 million pounds of synthetic fertilizers;
- Conserve an estimated 2.5 million gallons of petroleum by avoiding use of petroleum-based fertilizers and pesticides.

