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Full Circle Farm Launches Home Delivery Service

Pioneering Food Company Expands “Farm-to-Table” Business, Including New Partnership with The Essential Baking Co. to Deliver Organic Artisan Breads

SEATTLE, WA (January 15, 2010) – Full Circle Farm, a leading organic produce and artisan food provider, today announced the launch of its home delivery service – a move that will make fresh, organic produce more accessible to thousands of consumers throughout the Puget Sound region.

“We recognize our customers’ increasing desire to be directly connected to the people who produce their food, to have variety and choice, and to have reliable and convenient options,” said Andrew Stout, Full Circle’s founder and owner. “Expanding our service offerings to include home delivery will make fresh, organic goods even more accessible and convenient to customers with busy schedules. With home delivery, Full Circle customers can now wake up in the morning and find farm-fresh produce and other artisan foods waiting on their doorstep.”

Full Circle’s success is built on working with regional partners to provide personalized, convenient options for customers who want to directly support local farmers and/or environmentally sustainable businesses. Full Circle extends the traditional community supported agriculture (CSA) approach by delivering direct to the home and giving customers greater ability to pick and choose the products they receive throughout the year.

Full Circle subscribers in the Puget Sound area can now schedule weekly or every-other week deliveries directly to their home. Through the Full Circle website (www.fullcirclefarm.com) customers are provided with a selection of fresh produce items that they can accept as is, or customize to their specific preferences. Additionally, customers can add organic and artisan grocery items from partners such as Theo Chocolate, Grounds for Change (coffee), Choice Organic Teas, Blue Bird Grains and Moon Valley Honey.

The latest partner to join Full Circle’s boxes is The Essential Baking Company, which will provide artisan organic breads and other baked products.

“The Essential Baking Company is excited to extend its service directly to customers by becoming part of the Full Circle Farm family,” said George DePasquale, founder of The Essential Baking Company. “We applaud Full Circle Farm’s commitment to making quality, organic food widely accessible and to working with sustainable businesses focused on healthy goods for our planet and our bodies.”

“We are very pleased to partner with The Essential Baking Company to distribute their wonderful European style artisan breads to our customers,” said Andrew Stout.

Despite the economic downturn, Full Circle has continued to enjoy strong growth in both revenue and customers. Full Circle’s subscription delivery service currently boasts more than 8,000 active members, driving more than 4,500 orders per week. In November, Full Circle expanded its base of operations with the purchase of 72 acres of historic Sammamish Valley farmland preserved by King County’s Farmland Preservation Program; with the addition Full Circle now has more than 400 acres of total farmland under its management.

Full Circle works with a variety of businesses and more than 30 farms to deliver farm values in a box. Full Circle and its partners share a commitment to nutritious food, a healthy environment and sustainable communities. With the addition of home delivery service, the company plans to deepen its relationship with its partners across the region and around the world -- fostering sustainable business practices and customer satisfaction.

About Full Circle Farms

Established in 1996 by Andrew Stout and Wendy Munroe, Full Circle Farm is a fast-growing Pacific Northwest company and national leader of the good food movement. Full Circle provides healthy and organically grown food -- including growing more than 125 varieties of certified organic, fruits, vegetables and herbs -- to a broad base of retail and commercial customers throughout Western Washington and across Alaska. For information visit: www.fullcirclefarm.com.

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