

July 19, 2017

For Immediate Release

For More Information Contact:

Jim Leighton

860.833.2931

jim.leighton@freshavenue.com



Go for Fresh with Green Light Fresh Commodities

"Go for Fresh" is the force behind Fresh Avenue's new commodity line, Green Light. This innovative line features a variety of fresh items such as cilantro, bok choy, green onions, and more from farms and packers committed to solid food safety practices and great quality production.

The Green Light commodities will be sold exclusively through Fresh Avenue. "It's not every day you get the opportunity to develop a new label in our industry. Behind Green Light is the idea of a product that comes from amazing family farms and packers so that the consumer knows they have a quality product on their plate." stated Jim Leighton who is leading the Green Light initiative.

Through Fresh Avenue's network, the Green Light label is supported through delivered logistics, consolidation, and regional customer support activities.

"Green Light is the perfect complement to the producer partners our team represents," stated Mark Vaughan, managing partner of Fresh Avenue. "We work directly with the growers that know quality and freshness is a top priority for our customers. Green Light encourages everyone to 'Go for Fresh' at every level of the supply chain."

For More information on Green Light, visit www.greenlightfresh.com, or contact Jim Leighton with Fresh Avenue at jim.leighton@freshavenue.com or 860.833.2931.