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FOR: Garden Valley Orchards, 21909 F.M. 16 West, Lindale, TX 75771  
Contact: (name removed), Owner, xxx-xxx-xxxx

## **FOR IMMEDIATE RELEASE**

### **LOCAL FARM PROVIDES TASTE OF SUMMER FOR WINTER-WEARY EAST TEXANS**

With the opening of their new farm store, Garden Valley Orchards offers East Texans a taste treat normally reserved for a warmer season – summer savory, home grown tomatoes. A family owned and operated farm for more than 25 years, Garden Valley Orchards protects its tender tomato plants from the ravages of winter by growing them in a 3000 square foot greenhouse. The heated greenhouse provides a springtime oasis to 600 pampered tomato plants, a cozy cocoon in which the plants thrive during the dreary days of winter.

According to the farm's owner, (name removed), the plants are grown hydroponically, meaning that all of the nutrients the plants require are delivered in the irrigation water. Instead of being grown in soil, the plants are grown in 3 ½ gallon buckets of perlite. “We vary the quantity and ratio of nutrients that the plants are receiving based upon the time of year and the stage of growth.” As a result, (name removed) said, “The plants are always receiving exactly the nutrients they need. And by giving the plants what they need, they give us what we want – harvests of delicious, nutritious tomatoes.”

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“We’ve had many people tell us that these are the best tomatoes they’ve ever eaten,” said (name removed). “I’m biased, of course, but these tomatoes are as good as any summertime garden tomatoes, and absolutely put to shame the tasteless cardboard tomatoes sold in supermarkets.”

(name removed) explained that most supermarket tomatoes are harvested green and then gassed with a ripening agent called Ethylene. “A tomato that is picked ripe wouldn’t survive the process of being shipped hundreds or thousands of miles to your local supermarket, which is why the majority of commercially grown tomatoes are picked green. But we’ve never shipped our tomatoes more than a hundred miles, and we’ve always hand-delivered them, too, so we always allow them to ripen on the vine. There’s just no other way to end up with a tomato that tastes like it should. And now that we’re selling the tomatoes here in our own store, we’ll only be ‘shipping’ them about a hundred yards from the greenhouse to the store.”

(name removed) said that many customers also appreciate the fact that the tomatoes are grown entirely without the use of pesticides. The greenhouse is monitored closely for insect pests, and when a problem insect is spotted, beneficial insects are released to prey upon the pests. It’s a matter of simply using good bugs to eat bad bugs – though it’s far from a simple process. “There’s been a learning curve, but through some trial-and-error,

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we've learned through the years which beneficial insects work best for us." Fungal diseases are kept in check by controlling the humidity level within the greenhouse, and by meticulous sanitation. Spent leaves are regularly pruned from the plants and removed from the greenhouse.

Though some customers aren't worried about pesticides, (name removed) believes that pesticide use is a concern to an increasing number of consumers. "We're proud of the fact that we offer a completely pesticide-free product. We don't even use pesticides that are approved for organic crops. We never spray so much as a single drop of any kind of pesticide in that greenhouse."

The Garden Valley Farm store is located 8.5 miles west of Lindale on F.M. 16, and is open [?]. Call xxx-xxx-xxxx for more information.

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More information about Garden Valley Orchards and the growing of greenhouse tomatoes is available from (name removed) at Garden Valley Orchards, xxx-xxx-xxxx.