



PRESS RELEASE

FOR IMMEDIATE RELEASE

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ENVIRONMENTALLY FRIENDLY TOFURKY PLANT BREAKS GROUND IN HOOD RIVER

Hood River, OR. Turtle Island Foods, home of the famous Tofurky, broke ground today on a new 10 million dollar production facility to help meet the growing demand for the company's fast growing family of meat alternatives. The new plant will be 33,000 square feet in size and built on 1.5 acres of land purchased from the Port of Hood River about 200 yards from the banks of the Columbia River, just north of the town of Hood River. The building is being environmentally designed to achieve LEED certification, hopefully LEED Platinum which is the highest level of LEED certification. There are currently only 5 other buildings in the world with LEED Platinum certification. The company is also collaborating with the Portland Audubon Society to implement a "green roof" to create not only bird habitat but also a pleasing visual appearance to the Port of Hood River Industrial Area. A bocce court and two miniature golf putting holes will make the roof more people friendly in the whimsical spirit of the Tofurky brand. The current production facility at 601 Industrial Avenue will be retained for tempeh production and renovated for future line extensions.

Turtle Island Foods was founded in 1980 by Seth Tibbott who invested his life savings of \$2500 and started making tempeh, a soy product from Indonesia, at the Hope Coop in Forest Grove, OR. The company moved to Husum, Washington in 1982 and to the Graf building at 601

Industrial Avenue in Hood River in 1992. The company's fortunes changed in November 1995 with the introduction to the market of the first Tofurky Feast which became an overnight success and magnet for the nation's media. Today, the Tofurky brand has grown to the 2nd largest brand of refrigerated and frozen meat alternatives in the USA with a year to date growth rate of 25% in 2011. In addition to the traditional holiday Tofurky Feasts, the Tofurky line now contains category leading deli slices, sausages and pizzas and can be found in over 4,000 retail natural food stores and supermarkets across the US and Canada.

The new plant construction project is being managed by Jaime Athos, Vice President of Operations at Turtle Island Foods. "In our case, the decision to attempt to achieve the highest level of LEED certification was a no brainer. It is an authentic expression of both the mission of our company and the personal values of my family."



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