

Products



WHO WE SELL TO:

Local grocery store chain

- 10 stores within 100 Miles
- Deliver on Mondays, Thursdays and Fridays

Local restaurants

- Sell ripe beefsteak tomatoes
- Sell green beefsteak tomatoes

Farm stands

- Local fruit and vegetable stands

Famers Markets

- Sell tomatoes, cucumbers and blueberries





FARMERS MARKETS



LOCAL GROCERY STORE CHAIN





\$4.99

LIVING BASIL

\$4.99

EACH

LOCAL

WASH STATE

1/2 LB

1/2 LB

McPHAIL'S TOMATOES

\$3.99

LB

NOT

MOVING

CRAB

LYNDEN

WASHINGTON

Haggan

Haggan

Haggan

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Haggan

THE ARTFUL MIX OF TASTE AND NUTRITION



\$4.99

LIVING BASIL

\$4.99 EACH

LOCAL
WASH STATE

GRAND
CANYON
ISLAND

McPHAIL'S
SWEET TOMATOES

\$3.99

LOCAL

McPHAIL'S TOMATOES

\$3.99

LB

NOT
MOVING
GRAND

LYNDEN
WASHINGTON

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THE ARTFUL MIX OF
TASTE AND NUTRITION

Marketing

- Grocery store chain has changed their marketing to promote local products
- Grocery stores create displays that highlight our products for special events
- Free advertising through grocery store fliers
- Newspaper articles and ads
- Word of mouth



McPhail Tomatoes
Why do our Tomatoes Taste Better?

- Family owned business and locally grown, quality product
- Tomatoes are picked at maximum flavor and delivered to the stores the same day as they are picked
- We offer tomatoes that look great and taste like home grown
- Our tomatoes are pesticide free



Local Growers and Producers Appreciation!

Haggen, Inc. proudly recognizes

McPhail Berry Farm

for being a valuable partner in providing high quality products to our guests

Dave Norton
Senior VP of Sales & Marketing

Scott Smith
VP of Marketing

Mike Lobaugh
VP of Perishables

McPhail Farms

Grown in Lynden, WA

Pesticide Free

Hydroponically Grown



the perfect TOMATO

A Lynden farmer's obsession and new technology could yield tantalizing results



"This is going to be the best-tasting tomato right now in Whatcom County."

Todd McPhail
Berry grower

MICHELLE THERIAULT
THE BELLINGHAM HERALD

In his relentless pursuit of the perfect tomato,

Todd McPhail has become a hero

one day, with a business elect

head, McPhail makes the years

an greenhouse, greatly pollin

of 4,200 tomato plants.

"This is going to be the

right now in Whatcom County

old Lynden native.

McPhail wants to bring

back, perfectly ripe and

round locally. Some grow

he announced his sales

over \$100,000 dollars

from "tomatoes, excep

more like California

and usually difficult

And McPhail, who

rice hydroponics

"I went to the f

the, what?"

But with the

best tomatoes

is controlled

entirely and

could change

the, the

planned about, here in the produce department,

says Lou Blyskal, director of produce for

Haggen, and a 24-year veteran of the business.

Often, they're soft and mealy — a world

away from the plump, crisp ones that tempt

tomato-lovers to make expensive sandwiches and

homemade salsa.

"That's because tomatoes are

grown hundreds of thou

sands of miles away. To make it

to the store, it's de

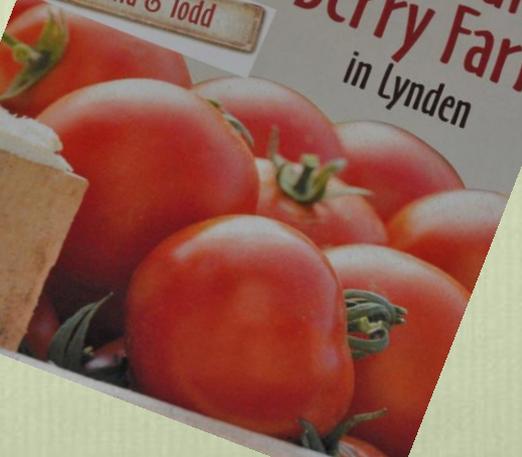
stayed

FOOD FARE



Trisha & Todd

McPhail Berry Farm
in Lynden



CUSTOM LABELS AND STICKERS



SAMPLING

- Family participation
- Sample when stores have special events during peak production
- Bring photos of farm for our sampling table
- Allows for us to talk about our farm with customers
- Establishes a personal connection between us and our customers
- Sampling has a positive impact on sales

