



Beatrice Foods Company
Subsidiary of Beatrice Companies, Inc.
Post Office Box 7724
Phoenix, Arizona 85011-7724
602 225 2000
www.beatriceco.com

Monday, January 23, 2012

Beatrice Foods Co. Announces Joint Marketing and Manufacturing Agreement With Anna Marie Carter

PHOENIX -- Beatrice Foods Co. announced today that they have formed a joint marketing, manufacturing and distribution agreement with Anna Marie Carter, who is also famously known as "The Seed Lady of Watts". Ms. Carter is best known for her use of Organic Coconut Oil, and use of Non-GMO Chia Seeds (*salvia hispanica*) in her cooking.

Ms. Carter and Beatrice Foods will jointly create a line of organic foods based off of Ms. Carters formulations, which will be marketed initially throughout the Southwest region of the U.S., and then nationally. The brand name for this new line of products has yet to be established, but will jointly be decided upon between Beatrice Foods and Ms. Carter. The line of food products from Ms. Carter will be part of the Beatrice Premier Foods Division, of which Tarasov Herbal Dressing and My Greek Father's Recipes are also a part of, and further enhances the quality lineup of our food offerings.

DeWitt P. Hoopes President & CEO of Beatrice Companies, Inc. said, "Ms. Carter initially reached out to Beatrice about her product concept, and how the general public needed something that was truly different" Mr. Hoopes went on to say that "Initially I was a bit skeptical, as we had our plate full with our existing product line, however Ms. Carter had a compelling concept and deep passion about her fusion of organic food and, helping to produce foods that are nutritionally healthy for the general public, and at affordable prices, which fits ideally with the vision that has been outlined with us here at Beatrice."

The product variety and launch date has not been determined as of yet, but will be announced officially through the official Beatrice News Release. Our web site will also have a section dedicated to the product line of Ms. Carter.

(MORE)

About Beatrice Foods

Beatrice Foods Company(www.beatriceco.com/busfc/) manufactures and distributes high quality food and beverage products through eight business units, which are dedicated to the highest quality standards, and unique product selection available.

About Anna Marie Carter aka The Seed Lady of Watts

Anna Marie Carter arrived in Los Angeles in 1975. Moving into the Housing Projects in Watts California with her extended family. Learning farming and gardening with her Aunt Belle, Anna Marie began to identify and save seeds from the tiny gardens around Watts. Ms. Carter soon began to trade seeds with some of the other residents. Also, she learned how to cook many different dishes from the community

Ms. Carter went to school at LACC and soon worked for IBM. On Weekends, she would spend time with children in Watts teaching them how to build tiny gardens to grow organic food and taught them how to create raw food preparations.

Looking at her community after the Rodney King riots, Ms. Carter enrolled at USC's entrepreneurial training class to learn how to start a business that would help rebuild the community. Then she opened an organic store and organic raw food catering service called 'The Seed Lady' in 1994 after graduation. Ms. Carter then began cooking privately for business leaders and Hollywood celebrities.

In 1998, Ms. Carter returned to Watts, beginning to build gardens for the less fortunate, and created new organic dishes from the new organic produce harvested. In 1999, Ms. Carter founded the Watts Garden Club. In 2000, Ms. Carter became a Master Gardener.

Building a remarkable 11,100 organic gardens in just 12 years. After receiving dozens of awards, in January 2011, Ms. Carter won the Justice Award from Eco Farm, California. Top honors in her field of Social and Environmental Justice.