

## **PRESS RELEASE**

### **For Immediate Release**

#### **Two Prominent Growers adopt National Onion Labs, Inc.**

#### **“Pungency Plus™ Flavor Certification Program**

**January 06, 2011 Collins, Georgia**

National Onion Labs, Inc., (NOL) announces two significant industry leaders have contracted under its newly announced Pungency Plus™ flavor certification program for onions. In the Pacific Northwest, Brent Hartley Farms of Prosser, WA and in the Southeast, J. Cowart, Inc. of Lyons, GA.

The program, which has been in development for the past 7 years, demonstrates the commitment of these growers to knowing the full flavor profile of all sweet onions they grow. This commitment to excellence will help improve the sweet onion category through consumer satisfaction.

“We pride ourselves on producing and harvesting a safe product, and now with NOL’s Pungency Plus™ program we will be better able to deliver superior tasting “sweet” onions” said Anthony Cowart, owner of Cowart Farms. These tests directly measure the onion flavors that consumers taste.

Taryn Hartley, owner of Hartley Produce commented, “Over the past three years we have seen many examples where growers and shippers are showing a pungency test with ok numbers; but the onions simply do not taste right. We are excited that National Onion Labs has added these new tests to their field certification program. With these new tests we and our clients can have total confidence that the onions

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we sell as “sweet” will possess authentic sweet onion flavors. This “raises the bar” and we are glad to know the flavor qualities of all the sweet onions that we grow, pack and sell.”

“We appreciate the confidence demonstrated by these growers and are confident that the Pungency Plus™ program improves upon the results provided by the Pyruvic Acid or Pungency Test. There are a number of onion types and situations that require additional testing” David Burrell, President of NOL explained.

In some cases low Pyruvic Acid numbers can be obtained but the onions have strong and lingering off flavors. In other cases, onions will not taste as hot as the pungency number would tend to indicate. The Pungency Plus™ program addresses these factors by measuring and reporting the full consumer taste experience of Heat, Flavor Strength, After-Taste and Sweetness.

“We have known for a long time that onion taste; sweet, mild, strong, and hot is determined by the interaction between variety, location, and grower management”, said Burrell. “Conducting the correct field based testing is the only way to know if consumers will have a sweet and mild taste experience.” NOL utilizes these advanced testing tools to identify and certify onions as Certified Extra Sweet®, Certified Sweet®, Certified Medio™ or Certified Sizzler™.

Cowart Farms, a family-based business operating since the 1930's, is a leading grower of Vidalia® Onions located in Lyons, GA.

Brent Hartley Farms and Hartley Produce, are operated by a second generation family of growers in the Columbia River Basin near Prosser WA.

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National Onion Labs, Inc.  
(912)693-9060

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Calvin Brown  
calvinb@onionlabs.com

NOL, located in the heart of the Georgia onion region, is the acknowledged industry leader in flavor analysis and certification of onions. Since its inception, NOL has tested more than 1.3 million onions utilizing an array of public domain and proprietary tests to identify factors that cause onions to provide pleasant or unpleasant taste experiences. Formed in 1998, NOL has a global scope servicing clients and conducting field surveys in more than 12 US states and 14 countries.

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More information on Cowart Farms, Brent Hartley Farms and National Onion Labs, Inc. is available by contacting:

National Onion Labs, Inc  
Calvin F. Brown  
604 NW Main Street  
Collins, GA 30421  
(912) 693-9060  
[www.onionlabs.com](http://www.onionlabs.com)

Hartley Produce, LLC  
Taryn Hartley  
21301 East Reese Road  
Prosser WA, 99350  
(509) 786-4030  
[www.hartleyproduce.com](http://www.hartleyproduce.com)

J. Cowart, Inc.  
Anthony Cowart  
816 GA Highway 56W  
Lyons, GA 30436  
(912) 565-9199  
[www.babyvidalias.com](http://www.babyvidalias.com)

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