



**Curry & Co. Signs**

**Three- Nation Commitment**

**for Sweet Onion Certification**

**For Immediate Release**

**October 19, 2011 Collins, Georgia**

Curry & Company has joined the fight to strengthen the integrity of the sweet onion category by signing a three nation commitment of flavor certification for their domestic, Peruvian and Chilean sweet onions. Curry & Co., headquartered in Brooks, OR is a year round supplier of sweet onions, potatoes, onions, and blueberries. The end of the 2011 Vidalia<sup>®</sup> Onion season marked the second year of Curry & Co. using National Onion Labs (NOL) to certify their sweet onions. The field and certification information reported to Curry& Co. allows them to not only prove the quality of their products but also allows them to work with each and every farm manager to improve their products for the coming season.

“We want to deliver the best tasting, highest quality produce to the marketplace, our expanding presence in the industry must be in line with the consumer expectations for their onion dollar” says Matt Curry, President of Curry & Co. “Our decision to seek the full-flavor analysis of our sweet onions by way of certification with NOL is to strengthen our product and our brand in a category that has been flooded with varieties from all over”.



“It’s exciting to have Curry & Co. come forward seeking to know the quality of the onions they are supplying. They are doing this because they genuinely care about the product their customers receive, instead of certifying just because someone is asking for it” says Lauren Dees Mizelle, Consumer Products Advocate for National Onion Labs.

“To make a commitment this large shows the vested interest they have in providing full transparency back down to the field level.”

The field based certification specifies that each field to be audited at harvest with samples collected by an independent third party. Testing is completed at NOL’s Collins, GA based laboratory. Curry & Co. will also seek the benefits of NOL’s new Field Based Pungency Plus <sup>TM</sup> Retailer Report which gives a numeric and letter grade based on Heat, Flavor Strength, Negative After Taste and Sweetness. This report provides the tools and feed back needed by all members of the supply chain so that right decisions can be made all the way from the plant breeder to the retail category manager.

“As of September 1 we are now issuing a report card based on flavor scores. This will allow the retailer to see the value given to testing at the field level and the importance of testing flavors beyond the limitations of a standard Pyruvic Acid test” says Dees Mizelle.

“This new report allows Curry & Co. to prove that supplying appropriately flavored product year round in the sweet onion market, results in greater value for all supply chain partners.”

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**Resources:**

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