

PRESS RELEASE

For Immediate Release

Peri & Sons Farms Selects National Onion Labs, Inc

To Test and Certify their 2010 Sweetie Sweet® Onions

September 28, 2010 Yerington, Nevada

Peri & Sons Farms, Inc. has selected National Onion Labs, Inc. (NOL) to test and certify their 2010 Sweetie Sweet® sweet onions.

David Peri, President/CEO of **Peri & Sons, Farms, Inc.** commented, “The **National Onion Labs (NOL)** program is extremely thorough. First, they collect samples from all areas of each field. After conducting the pungency test, they test for the compounds that cause eye tearing, then those that make the onion taste sweet. And lastly, but extremely important, they examine each lot for flavor—including bitterness and other negative flavors.”

David Peri goes on to say, “In today’s world, you can find many onions in the grocery store that may be labeled “sweet” but that would never pass NOL’s pungency test. NOL has raised the bar because even if an onion passes the pungency test, it still has to pass these other measures of taste. If it doesn’t taste good, it doesn’t pass. At Peri & Sons Farms, we are convinced that our Sweetie Sweet is up to the test!”

Peri & Sons Farms has invested 10 years developing the Sweetie Sweet genetics that consistently yield the flavors which sweet-onion consumers’ desire and which translate into increased category sales—something today’s retailers demand. Once consumers taste Sweetie Sweet onions, they come back for more. David Peri goes on to comment that “Even though our Sweetie Sweet onion is great right now, we are always looking for ways to improve the quality and flavor. We appreciate that NOL will provide additional on-farm field-by-field analysis. This will enable Peri & Sons Farms to further customize its farming, harvest and storage operations. Mr. Peri believes, “Only through testing can we learn when, where and how to improve our farming and management practices so that we can be sure the onions we offer our customers and consumers will consistently exceed their expectations.”

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David Burrell, President of National Onion Labs, Inc. reported his appreciation that Peri & Sons Farms selected NOL. “We believe ourselves to be on the cutting edge of onion flavor technology. It is refreshing to find a grower who wants to use all these tools to insure that consumers receive the best possible product. Peri & Sons Farms has a long track record of innovation and we are excited to be working with them.”

National Onion Labs began testing the first Nevada Sweetie Sweet field in September and will continue up until the final harvest in October. Only onions that pass all of NOL’s strict testing standards are allowed to be identified with NOL’s Certified Extra Sweet® or Certified Sweet® certifications. Fields that are able to meet NOL’s certification requirements will be listed on the National Onion Labs, Inc. web page at <http://www.onionlabs.com>.

National Onion Labs, Inc., located in Collins, GA is the acknowledged industry leader in onion flavor analysis and flavor certification of onions. Started in 1998, NOL has been continuously developing and utilizing the latest technology to identify and improve onion flavor for retail and institutional clients.

Peri & Sons Farms, Inc. located in Yerington, Nevada, currently grows, packages and ships over 4,000 acres of onions year round. “The reason our sweet onions have their unique sweetness and onion flavor” remarked David Peri, “is because they're grown in an environment that they love. They thrive on the warm days and cool nights in the high desert of Yerington, Nevada. These optimal growing conditions make for one truly unique sweet onion! And by using National Onion Labs’ Flavor Certification program, we can prove it.”

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