

August 27th, 2010

Dear Valued Member,

It is with much anticipation that we are writing to inform you that effective September 7th Farm Fresh Delivery will be changing its name to **Green B.E.A.N. Delivery**. We are utilizing this opportunity to refocus and set goals to face our community's greatest food challenges. **Green B.E.A.N. Delivery highlights the core initiatives that we are passionate about: Biodynamic, Education, Agriculture and Nutrition.**

Since 2006, Farm Fresh Delivery has provided our community with a healthy alternative to conventional grocery stores through our network of local farmers and artisans. Around 10,000 members have used our service, and Midwest farms have thrived from their direct support. We are extremely proud of the substantial impact Farm Fresh Delivery has had on the health of our customers, local non-profit organizations, sustainable farms and environmentally-friendly food businesses.

The mark "Farm Fresh" has been aggressively pursued by the food industry over the last three years. The goal of our food company is to stand away from run-of-the-mill, multi-conglomerate grocery stores and restaurant chains. As the term "Farm Fresh" becomes more and more vague and watered down, we have decided to create an identity that separates us from our conventional counterparts.

Green B.E.A.N. Delivery and its sister companies are family owned and operated. Keep your eyes open for these Green B.E.A.N. company extensions, and know that they come with the same integrity and mission as Farm Fresh Delivery:



Home Delivery



Healthy Food



Local Food Distribution



School Lunches

Additionally, please know that with the company name change **there will be no interruption to your current Farm Fresh Delivery service**. This will be a seamless transition for you as well as new members. We are however, pleased to announce that we will be continually improving the Green B.E.A.N. Delivery experience for you with many new enhanced features in the coming weeks!

We look forward to the future with optimism. Green B.E.A.N. Delivery will continue to strive to meet the needs of our customers and community. We greatly appreciate your continued support!

Best in Health,

Matt Ewer, Elizabeth Blessing and the
Green B.E.A.N. Delivery Team

Look for www.GreenBEANdelivery.com and our new website – September 7th!