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FOR IMMEDIATE RELEASE

Industry Veteran Joins Peri & Sons Farms

Yerington, NV – 04, January 2012: Cindy Elrod has joined the sales team of Nevada-based Peri & Sons Farms. Jessica Peri, retail sales manager for Peri & Sons Farms has been working to grow the company's sales team and said, "We are very pleased that Cindy has joined our team. She brings a wealth of industry knowledge and expertise and her arrival makes for an exciting start to 2012."

Cindy's broad-based produce experience spans more than 25 years beginning in southeast Idaho where she sold potatoes for her family's potato-packing facility. She went on to work for a national produce broker for 10 years before accepting the challenge of opening an outside sales office for a produce company based in Salinas, CA. With that success under her belt, in 2003 Cindy ventured once again to open an outside sales office for an onion packer and marketing company in western Oregon.

Now with Peri & Sons Farms, Cindy's focus will be on building new relationships directly with retailers and expanding participation in the company's Onions Year Round® program. "The experience she has in new-customer development and with introducing sweet onion programs to retailers across the US and Canada, is just what we were looking for," said Ms. Peri, adding, "With Cindy's knowledge about the domestic, sweet-onion category we are confident that we can finally realize the full potential for sales of our Sweetie Sweet® brand of Certified Sweet® onions."

Anyone who knows Cindy knows about her dedication, loyalty, work ethic and desire to do the right thing. When asked about being labeled an "industry veteran" Cindy says, "Industry veteran...yikes! Where did all the time go? I started in this industry around the age of 20. I love not only the challenges it presents on a daily basis but also the camaraderie and friendships I have developed with my associates and customers throughout the years. I know some of the best people in the country and together we help feed America every day. It's an honor to be part of Peri & Sons' exceptional team. I'm impressed by what David Peri and the Peri team have accomplished over the years and I am looking forward to putting my talents and knowledge to work representing a grower/packer/shipper that's also one of the best family-farming operations in the industry."

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Peri & Sons Farms has been growing, packing and shipping premium white, yellow, red, sweet and organic onions for over 30 years. All Peri & Sons Farms' onions are ethically-grown using certified, clean, safe and traceable practices and all are shipped year-round directly from our family-farms in Yerington, Nevada and Firebaugh, California. For more information visit www.periandsons.com or contact Teri Gibson at 775-463-6324 or email at teri@periandsons.com. For sales information contact Jessica Peri at 775-463-6326 or email at Jessica@periandsons.com.

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