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Royal Food Service Supplier, Jaemor Farms, Receives \$5,000 Grant Award from Greener Fields Together's Cultivating Change Grant Program

Atlanta, Georgia (Monday, December 19, 2016) - As part of its ongoing support for local Georgia farmers, Royal Food Service along with its supply chain partner PRO*ACT, has announced winners of its second Cultivating Change farm grant initiative. Among the 38 grant applicants, there were sixteen winners chosen and Jaemor Farms was among eight chosen by a review panel, receiving \$5,000.00. An additional eight winners were determined by popular votes cast through the Greener Fields Together™ web site at www.greenerfieldstogether.org. In all, over \$90,000.00 was awarded. This is the second year that local farmers have received grants through the Greener Fields Together™ sustainability and local produce initiative.

Jaemor Farms grows strawberries, blackberries, peaches, winter squashes and other Georgia crops for Royal who then distributes to schools, universities, hospitals, and other dining establishments.

Jaemor Farms intends to use the grant award to redevelop its online store and purchase gift boxes for its Community Supported Agriculture (CSA) program to further their sustainable agriculture goals.

Of the Greener Fields Together/Cultivating Change program, Caroline Lewallen of Jaemor Farms writes

"Our family is honored to be a recipient of the 2016 Cultivating Change Grant Program through Greener Fields Together. GFT has encouraged us to look into our business to find ways to further grow (and improve) areas of our organization that are already in place. As the demand for fresh, local produce increases, we feel that we are fortunately located in an area that will enable us to take produce to the consumer, in addition to having that same produce available at our family's two farm market locations. In 2017 we plan to establish a fresh produce box delivery service and the funds from the CC program will help us jump start this project in the new year."

Also, celebrity chef, Rick Bayless, wrote to PRO*ACT, stating

"It's not often that I see a company like yours invest back in the hard working, oft-forgotten families who feed America. Small family farms are the backbone of our nation and its agricultural supply chain. Every year hundreds of these farms go out of business due to a lack of capital, seeing your network step up in this way is tremendous. Give my thanks to everyone at Greener Fields Together and PRO*ACT. Your investment is worth it."

Below is a listing of the sixteen winning farms and the grant amounts awarded. To read how they plan to use the awards, please visit www.greenerfieldstogether.org.

Review Panel Winners

\$10k – Bella Verdi Farms | Hardies
\$10k – Fable: From Farm to Table | J. Kings
\$10k – Working Landscapes | Foster-Caviness
\$5k – J&C Farms & Groves | Freedom Fresh
\$5k – Jaemor Farms | Royal Food Service
\$5k – Cul2vate | T&T
\$3k – Dawson’s Orchards | Paragon
\$3k – Coveyou Scenic Farm | Van Eerden

Popular Vote Winners

\$10k – R. Potanto Produce | Freedom Fresh
\$5k – Daniels Produce | Loffredo
\$5k – Microfarms | Family Tree
\$5k – Barberry Hill Farms | Costa Fruit & Produce
\$5k – Poche Family Farms | Capitol City
\$3k – Fullei Fresh | Freedom Fresh
\$3k – M&M Farms | Freedom Fresh
\$3k – Swain Farms | Sunrise Fresh

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Jaemor Farms: The Echols family at Jaemor Farms has been harvesting crops from their land for 104 years. The family began farming cotton and a few peach trees in 1912. After a few years of growing this "king" row crop, they switched their focus to peach trees and begin selling peaches on the side of the Old Cornelia Highway. Today, Jaemor Farms' customers enjoy homegrown strawberries, blackberries, muscadines, scuppernongs, concord grapes, watermelon, squash, tomatoes, zucchini, pumpkins and more. During the harvest season, customer also enjoy their corn maze and other activities in support of their state agritourism program. An average of more than 750,000 customers visit the farm annually.

About Royal Food Service: Royal Food Service is certified by the Green Better Business Bureau and a partner in the PRO*ACT foodservice distribution network. Now in its 21st year of business, Royal distributes Jaemor Farms products and a complete line of perishable products including fresh fruits and vegetables, certified organic, fresh dairy, shelled and liquid eggs, fresh juices, dried fruits and nuts, Kosher pickles, IQF fruits, purées from the Napa Valley, herbs, fresh olives, value-added fruit and vegetables, gourmet foods, a full line of specialty and seasonal produce and more. As a member of PRO*ACT, Royal can provide unparalleled quality and selection and this is supported by a quality control staff that guarantees your product from the "field to the plate."

About PRO*ACT: PRO*ACT is North America’s leading distributor of fresh food to the foodservice and retail industries, sourcing from premier national, regional and local farmers. PRO*ACT streamlines the produce supply chain, offering significant cost benefits and an easy, one-call solution to source the freshest produce from more than 70 third-party inspected, independently owned, local distribution centers across the United States and Canada. PRO*ACT provides category cost management through commodity contract pricing, in-house consultation services and integrated produce program distribution management.



Pictured is Jaemor Farms' CSA gift box. Photo, courtesy of Jaemor Farms.