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PRESS RELEASE

RIVERDALE FARMS ATTENDS MEET-UP WITH KEVIN COUPE, MASS MARKET INDUSTRY GURU

Portland, Oregon – Wednesday, July, 30, 2014: Riverdale Farms' Sandra Jahnke, Director Sales and Marketing, was in Portland, Oregon to attend a meet-up with retail industry strategy veteran and "MNB Content Guru" Kevin Coupe.

Coupe, author of *The Big Picture: Essential Business Lessons From the Movies* book and author/publisher of the very popular *Morning News Beat* newsletter, focuses on top level industry management and events that shape both policy and business strategy. Coupe is also a professional speaker on industry strategy and a video producer.

Read by more than 27,000 people, *Morning News Beat* newsletter is an invaluable catch-all for daily industry news.



Kevin Coupe, Morning News Beat, with Sandra Jahnke, Riverdale Farms

About Riverdale Farms, Inc.:

Riverdale Farms is a premier provider of fresh cut flowers and bouquets to the wholesale and mass market industries in the US and Canada. Established in 1970, we market and sell products from our farms and other global suppliers. Their award-winning product quality combined with our first-in-class customer service make Riverdale a trusted and preferred supplier to leading wholesalers and mass marketers across the country. Our farms employ over 3,000 people and are Florverde®, ISO, Eurogap, Rainforest and ETI certified. In addition, Riverdale is only one of two floral companies in the United States to receive an EPA award for environmental excellence.

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