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PRESS RELEASE

RIVERDALE FARMS SHOWCASES CREATIVITY AT IFE 2013

Miami, Florida – Thursday June 20, 2013: Riverdale Farms is showcasing an array of product at this week's International Floriculture Expo, IFE 2013, the only show in the U.S. that invites professionals from all aspects of the floral industry to focus solely on floral.

Riverdale's Mass Market sales team is on hand at the show to meet with customers and work on program development and planning.

Riverdale is also exhibiting in the New Ideas Pavilion with this "Ooh La La" bouquet.



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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