

8/24/21



FOR IMMEDIATE RELEASE
Mona, Utah
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**Houweling USA rebrands as LONGVINE GROWING CO,
bringing a contemporary brand designed for today's most influential consumers**

This sets the stage for the company to deliver next level brand growth, building off its 25-year history

2 (Mona, Utah, Aug 11th, 2021) Houweling US Holdings, Inc. is launching the Longvine Growing Co as the company rebrands and resets for the next evolution of company growth. The rebranding project was initiated in early 2020 as the Houweling Family exited its ownership position from the US operations. An exhaustive search was conducted to find a world-class agency that could unlock new potential through rebranding, while capturing the essence of the valuable team of people who have collectively contributed to the company's success.

Selecting Interact of Boulder, Colorado, the company embarked on a disciplined process to re-imagine its brand foundation, explore the growing target demographic, and modernize the look and feel to connecting with those expanding segments. David Bell, CMO, Longvine Growing Co. notes, "Through the discovery process, we were delighted to identify many of our strengths, match the traits our re-defined target consumers value. Focus on sustainability, transparent communications and worker welfare through certifications already position us to create strong connections. We equated this, to having all the key components of a brand, with an open book to re-name and re-image a new company that represents our entire team. Longvine Growing Co, speaks to the literal vines that produce fresh tomatoes, peppers and cucumbers, but also the many individuals who guide the process from seed, through the long journey to a consumer's table."

Since 2015, the company reset our focus, with the goal of being the supplier and marketer of choice to our partners. Through that core approach, the company has continued to service at top of industry levels and demonstrate continued capacity for growth.

Early in 2021 the company received notice that the owner of the Camarillo, CA farm had engaged in a potential sale option of the facility to a buyer who intends to convert the site into non-vegetable production. With uncertainty around the California facility, the company focussed on building out and expand the successful partner grown programs to off-set the loss of the underperforming California facility. In referencing the California facilities history, Kevin Doran, Longvine CEO shares, "The site has a rich 25-year history, filled with wild stories and numerous examples of our team pulling together, to get the impossible done. It has seen many industry firsts and been a model of innovation in our industry."

FROM OUR VINE TO YOUR TABLE

8/24/21

Disbursement Listing
Checking - 08/03/2021 to 08/24/2021

Payee Name	Reference Number	Payment Date	Payment Amount	Void Date	Void Amount	Source
Juab County Recorder	5209	08/03/2021	\$40.00			Purchasing
BOWLES, JAMES	5222	08/06/2021	\$750.00			Purchasing
Chemtech-Ford Laboratories	5223	08/06/2021	\$359.00			Purchasing
Colonial Flag	5224	08/06/2021		08/06/2021	\$156.34	Purchasing
Fire Works West Internationale	5225	08/06/2021	\$7,598.08			Purchasing
Grainger	5226	08/06/2021	\$958.34			Purchasing
Intermountain Farmers Association	5227	08/06/2021	\$237.45			Purchasing
International Institute of Municipal Cler	5228	08/06/2021	\$200.00			Purchasing
Jay Mecham Country Garbage LLC	5229	08/06/2021	\$203.00			Purchasing
Jones & DeMille Engineering	5230	08/06/2021	\$5,155.73			Purchasing
JRDA	5231	08/06/2021	\$4,405.36			Purchasing
Mona City	5232	08/06/2021	\$1,801.06			Purchasing
MVP Sports	5233	08/06/2021		08/06/2021	\$158.97	Purchasing
Nebo Leavitt Insurance Agency	5234	08/06/2021	\$420.00			Purchasing
Nephi CarQuest	5235	08/06/2021	\$13.34			Purchasing
Nephi City Work Orders	5236	08/06/2021	\$3,298.61			Purchasing
Siemens	5237	08/06/2021	\$1,902.00			Purchasing
Taurus Plumbing & Excavating	5238	08/06/2021	\$250.00			Purchasing
The Stallings Company, Inc.	5239	08/06/2021	\$600.00			Purchasing
Two Twenty Tees	5240	08/06/2021	\$1,180.00			Purchasing
Wheeler	5241	08/06/2021	\$1,146.00			Purchasing
Apex Instruments, Inc.	5242	08/09/2021	\$520.52			Purchasing
DEPT OF ENVIRONMENTAL QUALIT	5243	08/09/2021	\$385.00			Purchasing
Jay Mecham Country Garbage LLC	5244	08/09/2021	\$634.00			Purchasing
Park N Pump	5245	08/09/2021	\$802.01			Purchasing
Quill Corporation	5246	08/09/2021	\$159.98			Purchasing
Rocky Mountain Power	5247	08/09/2021	\$3,066.72			Purchasing
Squire, Lorna M	5248	08/09/2021	\$75.00			Purchasing
Alma L. Allred	5249	08/09/2021	\$1,350.00			Purchasing
Cash	5250	08/23/2021	\$58.64			Purchasing
Chemtech-Ford Laboratories	5251	08/23/2021	\$446.00			Purchasing
ETJ LAW INC	5252	08/23/2021	\$350.00			Purchasing
Fire Works West Internationale	5253	08/23/2021	\$901.92			Purchasing
HRB Plumbing	5254	08/23/2021	\$142.07			Purchasing
Interwest Safety Supply Inc.	5255	08/23/2021	\$1,668.94			Purchasing
Jay Mecham Country Garbage LLC	5256	08/23/2021	\$4,840.40			Purchasing
KS Statebank	5257	08/23/2021	\$1,439.02			Purchasing
Nephi City - Gas Expense	5258	08/23/2021	\$12,273.00			Purchasing
Postmaster	5259	08/23/2021	\$834.00			Purchasing
POWELL, DEVAN & THERESA	5260	08/23/2021	\$162.26			Purchasing
Quill Corporation	5261	08/23/2021	\$109.96			Purchasing
Rex's Small Engine Repair	5262	08/23/2021	\$215.00			Purchasing
Rocky Mountain Power	5263	08/23/2021	\$2,021.54			Purchasing
The Paradigm Alliance	5264	08/23/2021	\$862.84			Purchasing
Two Twenty Tees	5265	08/23/2021	\$345.00			Purchasing
Utah Local Governments Trust	5266	08/23/2021	\$2,922.66			Purchasing
Chemtech-Ford Laboratories	5267	08/23/2021	\$178.00			Purchasing
William L. Prater, LLC	5268	08/23/2021	\$3,560.00			Purchasing
Postmaster	72123	08/03/2021	\$798.00			Purchasing
Colonial Flag	80621	08/06/2021	\$156.34			Purchasing
MVP Sports	8092022	08/09/2021	\$158.97			Purchasing
Nephi Recreation	8092023	08/10/2021	\$100.00			Purchasing
Epic Sports	8092025	08/18/2021	\$277.96			Purchasing
Amazon	8092026	08/19/2021	\$37.74			Purchasing
QuickScores LLC	8232021	08/23/2021	\$163.00			Purchasing
Tumbl Trak	8232022	08/23/2021	\$1,944.83			Purchasing
			\$74,479.29			
					\$315.31	

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