



About Purity.Organic

Who:

purity.organic is the brand created by Pacific Organic Produce, the largest and most diverse organic tree fruit marketer in America. Operating for over fifteen years, the company works enthusiastically to make their delicious, organically grown fruit, organic juices and organic functional fruit waters accessible to everyone.

What do we care about:

purity.organic seeks to make healthier food available to Americans while contributing to the flourishing of organic family farms, the enrichment of our soils, the protection of farm workers from harmful pesticides, and the support of more intact ecosystems.

Mission:

Quite simply to create a higher return to the farmers, making sustainable agriculture a reality. Well-supported farmers = superior produce = happy consumers = farm expansions and farmer success.

Success:

Bringing the CA-grown organic Keitt to a national audience is one example of our commitment to bringing a best of breed varietal to a wider audience. The launch of our own purity.organic brand of juices, juice drinks and functional fruit waters is perhaps the strongest example of our commitment to creating higher returns for our grower partners.

Understanding that growing organic fruit for produce aisles leaves farmers with lots of unsold fruit, we created a beverage division to help maximize the return on the 'fruit bin.' The less cosmetically perfect organic fruit typically ends up as juice co-mingled with non-organic juice as a result of the current limited channels for organic juice fruit. Therefore, the farmer only receives a conventional price for this portion of their superior organic fruit.

By creating a demand for organic juice, and buying back the organic juice, we can increase an individual orchard's return for the farmer. We then work tirelessly to bring that juice drink to the market at a price competitive with conventional juices. The greater the demand from the consumer for our organic juices, the more successful our farmers continue to be. So drink up!

Commitment:

10% of our dividends are returned to the organic community. Go to purityorganic.com to learn more.

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