

# Going Green

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## Consumers can choose to purchase greens grown in an environmentally sensitive way.

(NAPSA)—When it comes to buying lettuce, many environmentally responsible consumers prefer greens that are grown “green,” in a way that conserves water.

Some varieties of lettuce and upland cress are grown in an environmentally sensitive way—using water-conserving practices and sold by retail grocers who are interested in offering an expanded selection of sustainable product solutions.

### Greenhouse Greens

To conserve water, gourmet vegetable products from companies such as Hollandia are produced in state-of-the-art greenhouses, where it's possible to control light, temperature, humidity and nutrients. Controlling such factors can increase crop yields, shorten crop times and produce a uniform, high-quality product all year long—but perhaps most importantly, such growing strategies can conserve between 66 and 84 percent of the water that otherwise would be used if the lettuce were grown in the fields.

### Living Flavor

The vegetables are then harvested with their roots intact and the lettuces are packed in a see-through clamshell that functions as a minigreenhouse.

As living plants, the company's Live Gourmet brand butter lettuce, upland cress and 3-n-1 lettuce remain fresh and retain their color and flavor much longer than comparable products.



**More people are choosing vegetables grown by manufacturers that conserve water and use sustainable products.**

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### Sustainable Products

Packaging is also carefully selected with concern for the environment. The clamshell packaging in which the lettuce is sold is made from up to 70 percent recycled drink bottles, and cardboard cartons are made from up to 53 percent recovered paper and are recyclable after use.

Such energy-efficient policies have enabled the family-owned, California-based agricultural concern to reduce overall energy consumption by 60 percent over the last 10 years.

The living lettuces and upland cress can be found in leading supermarkets, specialty retailers and health food stores.

For more information, visit [www.livegourmet.com](http://www.livegourmet.com).