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## **Family-Owned Business Awarded DeCA Contract**

DALLAS (July 27, 2011) – The Defense Commissary Agency (DeCA) announced that Hardie's Fruit & Vegetable Co., LP has been awarded the produce supply contract for Area 2. This agreement awards Hardie's a two-year contract to supply all fresh fruit and vegetables to 33 military commissaries in 9 states.

"Hardie's is honored to receive this produce contract for DeCA," said David Hardie, Chairman of Hardie's Fruit & Vegetable Co., LP. "We won the contract because of the savings we can provide our hardworking military families. This is an important benefit to those serving our country. We are committed to providing the best quality produce at the best value to our customers, from Texas to North Dakota."

Hardie's Fruit & Vegetable Co., LP is a third-generation, family-owned business. What started in 1943 as a small vegetable delivery truck has blossomed, 68 years later, into a sophisticated produce distribution organization with facilities located throughout Texas. Still family-owned and operated, Hardie's supplies retailers, wholesalers, schools and foodservice customers.

Hardie's will provide as many as 500 produce items to DeCA commissaries ranging from local farm fresh produce to exotic fruit and vegetables from around the world, potted plants and seasonal decorative items. Additionally, Hardie's merchandiser teams will help create in-store excitement through building displays, weekly signage, customer education, coordinating in-store food demonstrations, promotional tie-ins, farmers markets and other on-base events.



“From a service point of view, Hardie’s will work with teaming partners Yancey’s in Loveland, CO, Liberty Fruit Co. in Kansas City, KS and Russ Davis in Jamestown, ND to serve the 33 DeCA commissaries contracted,” said Jason Pounds Division President at Hardie’s Fruit & Vegetable Co., LP. “These three excellent organizations will work with our in-house marketing and merchandising team to support Hardie’s DeCA program and provide merchandising services.”

Hardie’s Fruit & Vegetable Company carries more than 1,300 items produced locally and from around the world including fresh, organic produce, dairy and specialty items. With a fleet of nearly 100 trucks, Hardie’s services a 600-mile wide swath of territory covering the state of Texas, and makes approximately 7,000 deliveries per week. Headquartered in Dallas, Hardie’s also has facilities in Austin, Houston, San Antonio and McAllen, TX enabling the company to provide the freshest products on a daily basis from the Red River to the Rio Grande.

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