

News Release
For Immediate Release

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Grower's Organic Chapter 11 Bankruptcy Success Story *A fortunate result for a produce distribution company*

DENVER, CO. (July 28, 2017) – [Grower's Organic](#), a small and devoted team of farmers and distributors of organic produce and products in Colorado, is pleased to announce its successful emergence from Chapter 11 as of July 25, just under two years after filing. There are still 45 to 60 days before the bankruptcy court will enter a final decree, but Grower's has already started reimbursing pre-petition farm creditors.

Grower's founder, Brian Freeman, has worked diligently with his team to rebuild the company during a two and a half year period, after the company's distress reached a critical point. The combination of challenge—including logistical inefficiencies of multi-state long-haul trucking and high gasoline prices, and some employees who were terminated for cause—led to the need for a complete reorganization effort, as closing the company was not an option that Freeman wanted to consider.

"I decided that there was only one option—to save the company and ensure that small organic farmer vendors would be repaid. I cut headcount by 90%. My trusted core team and I worked very hard," remembers Freeman. "As we genuinely care about the farmers we source from, being able to pay them back meant everything," he adds.

Freeman's dedication to the farmers in Colorado and other neighboring states was reciprocated, as many suppliers told Freeman they needed him to stay in business in order to succeed themselves. During the past 22 months, Grower's monthly revenue has grown more than 200%, from its low after the Chapter 11 filing was accepted by the court.

This strong growth has attracted investment from the outside, helping the company with its final restructuring objectives. Investors participating in this financing include a variety of individuals who share Grower's mission, with some coming from backgrounds that include other organic product industries like farming and distribution. With the double bottom line expectation of growth and profitability—in alignment with customers who expect great service and the highest quality organic products, and producers who need access to such sales opportunities—Grower's provides the invaluable infrastructure of connectivity.

"This success story is particularly extraordinary, considering that organic produce distributors have an unstable position in the marketplace already, because organic farming is a much higher achievement than conventional growing," says Freeman, "and especially since other organic distributors in Denver have failed to turn around similar bankruptcy situations in the past. Our commitment remains to provide the highest quality products sourced from unique and small organic farmers, buying local where and when possible, so that they can continue to satisfy the consumer's keen demand for great food with a socially responsible origin."

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High-resolution, professionally-taken photographs of Grower's Organic products and headshots of Brian Freeman available upon request.

More about Grower's Organic and Brian Freeman

Grower's Organic sells the highest quality and freshest organic produce year-round. They provide a vital link in the food chain between the consumer and farmers, while supporting organic sustainability and environmental stewardship. They are dedicated to promoting fair trade and parity for farmers while sourcing grocers, consumers and restaurants with the finest and freshest produce. For more information, visit the [Grower's Organic website](#), and follow them at [Facebook](#), [Instagram](#), and [Twitter](#). For media information or interviews with the founder Brian Freeman, contact Cori Anderson at 970.531.3405 or cori@rootpr.com