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For immediate release

The Flower Fields Update - April 3rd, 2006

Yoder Brothers and Ecke Ranch jointly announce new valued-added product marketing programs and changes to The Flower Fields® Alliance management structure.

At the 2006 Ecke Ranch spring trials, The Flower Fields unveiled four value-added retail programs designed to give growers and retailers opportunities for margin enhancement and “end cap” opportunities. These programs include volume-leading products from Yoder and Ecke. Growers can customize and adopt packaging to fit container size and retailer requirements. Complete details are being presented at the spring trials.

Being responsive to changes in retailing, The Flower Fields will reduce its investment in umbrella brand marketing and increase its focus on product specific promotions designed to meet volume grower and retailer needs. Bob Humm, National Sales Support Manager for Yoder Brothers, notes, “We see a shift in channel needs with the advent of pay-by-scan and other committed inventory programs demanded by retailers. Good genetics, together with well-grown plants that are properly displayed and merchandised, will achieve better sell-through.” Matt Mart, Executive Director for the Flower Fields Alliance, adds, “Our goal is to provide concepts and solutions that help growers with merchandising concepts, packaging and promotions that sell more plants.”

Under this new strategy and in an effort to provide more integration with Yoder’s and Ecke’s products and services, the project management for The Flower Fields four new retail programs will now shift to Yoder and Ecke. After setting these strategic changes in motion, Matt Mart will depart from The Flower Fields Alliance April 15, 2006.

Andy Higgins, President of Ecke Ranch, states, “This change provides us the opportunity to better link these retail programs with the strengths of our companies. These new programs will streamline our marketing focus as they become part of Ecke’s and Yoder’s day-to-day business activities.”

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