

Okanagan Specialty Fruits Inc. Honored with Role Model Award

Summerland, B.C., Canada – For the fifth consecutive year, Okanagan Specialty Fruits Inc. (OSF) is being honored with the Fruits & Veggies – More Matters® Industry Role Model award. The award recognizes initiatives that help promote fruit and vegetable consumption as part of a healthy lifestyle. The Fruit & Veggies – More Matters® program is managed by Produce for Better Health (PBH) and the award was presented during their annual Consumer Connection conference on April 23rd in Scottsdale, AZ.

“Healthy eating is a key initiative for our company and our industry. We are proud to be contributing to this cause and honored to be recognized for our efforts,” said Jessica Brady, Manager of Industry Relations and Education for OSF, who accepted the award on behalf of the company. “We would like to thank PBH for all the work they do every day to promote the consumption of fruit and veggies across the nation.”

OSF is the developer of Arctic® apples which have a beneficial trait that prevents apples from turning brown when bitten, sliced or bruised.

“One of the main benefits behind Arctic® apples is that they can help increase apple consumption,” says Neal Carter, President of OSF. “Studies show that children are substantially more likely to eat fruit if it is sliced. Our nonbrowning Arctic® apple fresh slices are more appealing and make it more convenient for families to increase their fruit intake.”

OSF is also sponsoring the Consumer Connections Networking Reception at the conference. During the reception, attendees will be able to try Arctic® apples firsthand.

About Okanagan Specialty Fruits Inc.

Okanagan Specialty Fruits Inc. (OSF) is a dynamic biotechnology company based in Summerland, British Columbia, Canada. Founded in 1996, and acquired by Intrexon Corporation (NASDAQ: XON) as a wholly owned subsidiary in April 2015, OSF specializes in developing tree fruit varieties with novel attributes that benefit fruit producers and consumers alike. For consumer information, visit www.arcticapples.com; for information about the company and partnership opportunities, visit www.okspecialtyfruits.com.

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