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For Immediate Release

Farmer's Market Foods Makes Easy-to-Prepare Butternut Squash a Reality

First ready-to-use butternut squash puree ever introduced

(CORVALLIS, OR, September 27, 2007) – Butternut squash is enjoying a great surge in popularity – for a lot of reasons – like its rich flavor and its leap to [superfoods*](#) status. But its limited seasonal availability and its reputation as a “tough nut to crack” when it comes to at-home preparation causes many of us to resist the temptation.

Now, thanks to [Farmer's Market Foods](#), we can have our butternut squash – anytime we want it – without the hassle of preparing it ourselves, which oftentimes results in the loss of flavor and valuable nutrients.

Farmer's Market Foods announced today that it is launching [Farmer's Market Organic Butternut Squash](#), a delicious ready-to-use butternut puree perfect for soups, sauces and a variety of other dishes – the first ever introduced to the marketplace.

“We're incredibly excited to be launching our Butternut Squash,” says Tracy Miedema, national sales and marketing manager for Farmer's Market Foods. “Our certified Organic Butternut Squash is a simple-to-use, smooth and luxurious puree abundant in all the wonderful flavor and the extraordinary nutrients butternut squash has to offer,” she adds. “It's perfect for anyone actively looking for ways to incorporate more superfoods in their diet.”

(More)

According to Miedema, butternut squash has gone mainstream. "We're seeing more and more recipes asking for butternut squash, and we're finding it on menus as the 'house' soup at a growing number of family restaurants. Also, Weight Watchers endorses it as one of its 'zero foods' because of its low content of calories and saturated fat," she adds.

Farmer's Market Organic Butternut Squash contains no fat, trans fats or cholesterol, and is an excellent source of fiber and disease-fighting antioxidants like folate, vitamin C, potassium and beta-carotene. It contains only 12 grams of carbohydrates and 5 mg of sodium per one-half cup serving.

Farmer's Market Organic Butternut Squash can be found at natural food stores and select supermarkets throughout the country for about \$2.29 a can, and on Amazon.com by the case.

[Additional products](#) sold under the Farmer's Market brand include Farmer's Market Organic Sweet Potato Puree, Organic Pumpkin and Organic Pumpkin Pie Mix.

Farmer's Market Foods, headquartered in Corvallis, OR, manufactures and distributes a line of certified organic canned vegetable and fruit products, all of which are allergen, wheat and gluten free. Farmer's Market Foods is wholly owned by Stahlbush Island Farms, Inc., which also markets sustainable frozen fruits and vegetables under the Stahlbush Island Farms brand. Both Farmer's Market Foods and Stahlbush Island Farms brands can be found at natural foods stores and select supermarkets throughout the United States. For more information, visit www.farmermarketfoods.com or www.stahlbush.com.

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*Butternut Squash is listed as a superfood in *SuperFoods, Fourteen Foods That Will Change Your Life* by Steven Pratt, M.D., and Kathy Matthews