



Homegrown Profiles

New Era, Michigan. New Era's American Asparagus Packing, LLC. -Growing up, Caleb Coulter worked on his grandfather's farm. When his grandfather needed help he would assist on any task around the farm observing and getting a grip on what it takes to be a farmer. Caleb Explained: "Since then farming is all I ever wanted to do, plus I only wanted to be like my grandfather." Caleb Coulter is enjoying what he does in carrying out that family tradition in farming that stems as far back as 1888 with some of the same ground he is still farming today.

The Asparagus Season in Michigan lasts from approx. May 10th - June 30th. This is a tight window for the harvesting season, so New



Era's American Asparagus must be sharp day in and day out on production. Product traceability is a priority, every box/label is accounted for from when it is filled with product to when it is shipped to the customer.

What separates New Era's American Asparagus from any Asparagus packing shed in the entire state is that product is cooled with a Hydrocooler immediately after harvest. The product is then placed in a cooler and packed inside a completely refrigerated packing room that never breaks the cold chain. Caleb explained: "We keep this process as short as possible to increase our customer's shelf life &

quality of the product." New Era's American Asparagus grows over 300 acres and manages an additional 600+ acres. New Era's American Asparagus Packing, LLC. Grows and represents over 2,000 acres with strategic partnerships in 5 counties along West Michigan.



FOOD SAFETY - Commitment to Food Safety is highly important to American Asparagus. American Asparagus is PrimusGFS Audited annually as well as compliant with FSMA Laws and Regulations. In spring of 2017, John Coulter successfully completed the FSMA Produce Safety Rule Growers Training and received a certificate from the Association of Food and Drug Officials (AFDO) that verifies he has completed the training course which meets the regulatory requirements of the FDA's Food Safety Modernization Act (FSMA) Produce Safety Rule.

Superior Sales, Inc. is proud to have the opportunity to represent New Era's American Asparagus. We look forward to continually improve our grower relationships and packs in the coming seasons to best serve our customers' needs. That is how "We Bring More To The Table."