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Lowes Foods Teams with Sanderson Farms to Add "Fresh from NC" Logo to Chicken Packaging

WINSTON-SALEM, N.C. (MARCH 1, 2015) – Two well-known North Carolina brands have teamed up to showcase their dedication to fresh, locally produced products from North Carolina. Going forward, all Sanderson Farms chicken packaging at Lowes Foods will proudly display the "Fresh from NC" logo on products produced and sold within North Carolina.

Lowes Foods, born in North Carolina in 1954 and headquartered in Winston-Salem, features nearly 3,000 local products at its stores, including fresh produce from more than 250 local farmers. The grocer also is known for embracing a statewide movement to support North Carolina farmers, businesses and community by dedicating a large percent of spending locally.

Similarly, Sanderson Farms is dedicated to building awareness and pride around the importance of supporting local products in North Carolina. To serve the demand, Sanderson Farms is opening a new facility in North Carolina that will supply the majority of the company's chicken sold at Lowes Foods.

"Lowes Foods believes in providing fresh, local products to our shoppers. We have been championing local products and businesses for more than 60 years and are pleased with our partnership with Sanderson Farms to provide North Carolina chicken at our stores," Tim Lowe, president of Lowes Foods, said. "Today, we operate 97 stores located in the Carolinas and we have aggressive plans to continue to invest in new stores, new markets, and remodels. Each of our stores will carry Sanderson Farms chicken with the "Fresh from NC" emblem to assure our customers that they are purchasing locally sourced, one-hundred percent natural chicken."

"We are proud to operate in North Carolina and produce home-grown products. It's time we highlight that our chicken sold in North Carolina is from North Carolina," Neil Morgan, director of sales at Sanderson Farms, said. "Our customers nationwide know that our chicken is one-hundred percent natural. Now, our Lowes Foods' customers will know it is one-hundred percent North Carolina."

Company-wide, Sanderson Farm uses the support of more than 800 independently contracted growers across the United States. Though the company has grown in size, it still adheres to the same hometown values of honesty, integrity and innovation that were established when the Sanderson family founded the company in 1947 as a small feed, seed and farm supply business.

About Lowes Foods, LLC

Founded in 1954, Lowes Foods employs nearly 9,000 people and operates 97 full-service supermarkets in North Carolina, South Carolina and Virginia. Locally owned and operated, Lowes Foods is truly a homegrown company committed to bringing community back to the table, by providing customers with the freshest and most innovative local products from local suppliers. The company maintains a strong focus on exceptional attention to our guests, with services like Lowes Foods-To-Go personal shopping and gas rewards discounts. To learn more, visit lowesfoods.com or follow Lowes Foods on [Facebook](#) or [Twitter](#). Lowes Foods, LLC is a wholly owned subsidiary of Alex Lee, Inc.

About Sanderson Farms, Inc.

Sanderson Farms® is among the nation's top three producers of poultry, with facilities in MS, LA, TX, GA, and NC. Sanderson Farms 100% Natural chicken products can be found in nearly every state in the country and overseas. Though we've grown in size, we still adhere to the same hometown values – honesty, integrity, innovation – that have been with us since our founding in 1947. For more information or to connect with us, visit sandersonfarms.com or facebook.com/SandersonFarmsChicken.

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