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## **KETTLE BRAND® EXPANDS RESTORATION OF NATIVE WETLANDS ON GROUNDS OF POTATO CHIP FACTORY**

*- Project Attracts Nesting Blue Herons, Oregon School Children -*

**SALEM, Ore. – May 6, 2010** – Freeing stream beds from aggressive Himalayan blackberries and planting native vegetation, the [Kettle Brand®](#) is marking National Wetlands Month by restoring an additional wildlife habitat in its Oregon backyard.

A long-time steward of federally designated wetlands, Kettle Brand® Potato Chips is expanding the wetlands area under its care at its factory in Salem, Ore. With the help of a supporting grant from the Marion Soil and Water Conservation District, Kettle Brand® is restoring a 35,000 square foot area bordering its existing wetlands.

“Restoration of our own backyard has been so successful that school tours and visitors come from miles to learn about and experience the wetlands,” said Tim Fallon, Kettle Brand® President and General Manager, North America. “Inspired by employees who often spearhead our environmental initiatives, the Kettle Brand® is committed to doing business as sustainably as possible and we’re always looking for ways to do more.”

The brand’s effort along Mill Creek includes replacing non-native plants and reintroducing 12 native species such as Oregon ash, vine maple, and sword ferns to establish a diverse mix of trees and wetland plants that will help improve water quality, create shade, reduce sediment build-up in the creek and improve the overall habitat for wildlife species.

The existing wetlands trail system, with benches and interpretive signs, is open to the public and visitors are invited to explore and experience how business can coexist with nature. Now lush with greenery, the mature wetlands are a vital link between land and water, attracting wildlife such as ducks, geese and nesting great blue herons.

In 2009, Kettle Brand® was recognized with the National Wildlife Federation Conservation Achievement Award for Corporate Leadership in honor of among other sustainability efforts, its wetland preservation in Salem, Ore., and its native prairie restoration at its second factory in Beloit, Wisconsin. The grounds of the Salem factory have also recently been certified by Oregon Tilth as a 100% organically managed landscape. All told, these efforts improve the environmental health of Mill Creek.

### **About Kettle Brand®**

Kettle Brand® is one of the leaders in the premium potato chip category and is growing at a strong pace according to SPINS and ACNielsen. With manufacturing sites in Salem, Ore., Beloit, Wis. and Norwich, United Kingdom, Kettle Brand® is distributed throughout North America, Japan, Guam and Western Europe. Kettle Brand® products include more than 20 flavors and four varieties of potato chips as well as tortilla chips, nut butters and trail mixes. Visit [www.kettlefoods.com](http://www.kettlefoods.com) for more information.

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