



**SENECA FOODS, Valspar debut industry-leading *valPure*® can linings in flagship Libby's® brand canned vegetables.**

Marion, NY (January 23, 2017): Seneca Foods Corporation, a leading fruit and vegetable processing company, today announced its continued commitment to food safety education by partnering with The Valspar Corporation, adding their *valPure*® logo to many of its canned vegetable labels.

*valPure*®, Valspar's brand of non-BPA\* can lining technologies, provides superior protection for food while addressing consumers' desire to avoid materials of concern. The *valPure*® lining has been evaluated using *Safety by Design*, a process modeled on pharmaceutical development, ensuring a safe and sustainable solution. As the first major canned vegetable processor to switch to BPA non-intent linings, Seneca has updated its labels to provide greater transparency of the materials used in place of BPA.

"Our consumers want labels that inform them of the composition and safety of this alternative can lining," said Bruce Wolcott, Vice President of Marketing for Seneca Foods. "Our top priority is to provide the highest-quality, most nutritious foods that our consumers can trust."

With this development, Seneca has now transitioned many of its canned vegetables under the popular Libby's® brand to *valPure*® linings. More information is available at [www.senecafoods.com/valpure](http://www.senecafoods.com/valpure).

"With infinite recyclability and efficient manufacturing, metal cans offer a safe and sustainable option for food packaging. We are proud to partner with Seneca Foods on the launch of their Libby's® label designating *valPure*® lining," said Sam Shoemaker, Senior Vice President Global Packaging of Valspar.

\*Valspar's *valPure*® can lining technologies are based on polymeric components that are not derived from Bisphenol A. More information on *valPure*® technologies can be viewed at [www.valpure.com](http://www.valpure.com).

**About Seneca Foods Corporation**

Seneca Foods is North America's leading provider of packaged fruits and vegetables, with facilities located throughout the United States. Its high quality products are primarily sourced from over 2,000 American farms. Seneca holds the largest share of the retail private label, food service, and export canned vegetable markets, distributing to over 90 countries. Products are also sold under the highly regarded brands of Libby's®, CherryMan®, Aunt Nellie's®, READ®, Seneca Farms® and Seneca® labels, including Seneca snack chips. Seneca's common stock is traded on the Nasdaq Global Stock Market

under the symbols “SENEA” and “SENEB”. SENEA is included the S&P Small Cap 600, Russell 2000 and Russell 3000 indices.

### **About The Valspar Corporation**

Valspar is a global leader in the coatings industry providing customers with innovative, high-quality products and value-added services. Our 11,000 employees worldwide deliver advanced coatings solutions with best-in-class appearance, performance, protection and sustainability to customers in more than 100 countries. Valspar offers a broad range of superior coatings products for the consumer market, and highly-engineered solutions for the construction, industrial, packaging and transportation markets. Founded in 1806, Valspar is headquartered in Minneapolis. Valspar's reported net sales in fiscal 2015 were \$4.4 billion and its shares are traded on the New York Stock Exchange (symbol: VAL). For more information, visit [www.valspar.com](http://www.valspar.com) and follow @valspar on Twitter.

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