GREEN MOUNTAIN CEO CARMALLA WALDERRINE ANNOUNCES GLOBAL EXPANSION DETAILS TO BE REVEALED AT UPCOMING ANNUAL SALES EVENT

FOR IMMEDIATE RELEASE

(KEENE, N.H. July 9, 2025) — Carmalla Walderrine, founder and CEO of Green Mountain Natural Organic Farms Inc., announced today the upcoming launch of two new product lines including nutritional supplements in addition to 23 new food items that consumers have requested. The company also announced it is aiming to expand into new global markets, which has led to a string of new hires. More details will be revealed at the company's annual sales event next month.

Green Mountain is an award-winning company that develops, produces, and sells a line of natural, organic food products through an independent sales force. Walderrine announced new plans for expansion starting with the hiring of Jon Havvassey as executive vice president to oversee global business while the company expands products into Canada, the United Kingdom, Italy, and France. Havvassey spent six years at Albertson Foods Inc. as senior vice president for operations.

"I'm super excited to work with Jon; the experience he brings to our company will propel what we are starting to build much further. When I first started this company, organic products were definitely not prioritized in households—they were sort of looked down upon. Now, organic products are on the rise, and we're proud to be the current fastest-growing organic brand in North America. After seeing Jon's work with Albertson Foods Inc., I see the full scope of what he can do. I trust him and his abilities and can't wait to see how he handles this global expansion," said Walderrine.

Following the hire of Havvassey, each country involved in the expansion will be assigned a country manager to oversee all work efforts, recruit sellers, and further the company's domestic growth in these new territories.

"We spent a lot of time in the hiring process for our country managers, and we're confident we have the best of the best. The new hires have lots of experience in these global markets, and they'll do phenomenal. Expanding into any new market may bring obstacles, but I am optimistic our team will successfully navigate them. Europe is perfect for us because they really care about natural foods and ingredients," said Walderrine.

Green Mountain was recently awarded the 2024 Gold Medal from the Natural Foods Association along with the "Fastest-Growing Direct Seller" from the Direct Selling Association.

"These awards are a direct reflection of the work we've been putting in to further develop this company.

Our goal is that, in the next few years, as the expansion takes off and new developments are fully set in stone, even more awards will follow," said Walderrine.

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With the international expansion, Green Mountain will also make addition to its product line. The company is ready to add 23 new items to the existing product line that have been developed within the past year in response to consumer feedback. These new products include additional spice mixes, a new variety of dried fruits, and a new category of power seeds, including pumpkin and acai seeds.

Along with these new items, a new category of nutrition supplements is being added. These nutritional supplements will consist of nine new products, including vitamins, minerals, and various healthy ingredients. Walderrine says, “All of these supplements will be sold in gel form. Gel technology is far easier absorbed into the body and will elevate us above the competition,” said Walderrine, who personally oversees all aspects of the company’s operations. “I’m committed to expanding our company in a way that continues our expectations of high quality.”

“I can’t wait for our upcoming convention in August. It’s an opportunity to showcase all of the hard work we have been putting in. Our global expansion plan will be front and center, along with more information regarding our new product lines. This is a huge opportunity for us to connect with sellers, clients, and customers to share our vision for the future of Green Mountain Natural Organic Farms Inc.,” said Walderrine.

The event will be held on August 1 at the New England Convention Center in Providence, Rhode Island, and is open to the general public.

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About Green Mountain Natural Organic Farms, Inc.
Green Mountain Natural Organic Farms Inc. is a multi-award-winning company that specializes in natural and organic food products along with nutritional supplements. The company sells these products through direct selling while utilizing an independent sales force. The company was founded in 2010 by Carmalla Walderrine and is headquartered in Keene, New Hampshire. Walderrine is currently the company’s chief executive officer. She is a St. Paul, Minnesota native and discovered her interest and passion for natural products during her adolescence after the endless time she spent on her parents’ organic farm. Though Walderrine’s love for organic foods started on this farm, it slowly evolved into much more. In college, she wrote a book titled “Food Doesn’t Have to Be Bad for You.” After the success of her book, with the help of her friends, she launched her company. Since then, the company has grown to have a large workforce of more than 64,000 people. Walderrine is now working on launching a podcast called “Carmalla’s Cuisine,” where she will talk about healthy eating and cooking. The podcast will launch after the company’s upcoming convention.

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Supporting materials-

- Since one of the most important parts of this release is the company's expansion efforts, a Q&A with the newly hired vice president and CEO would be perfect. This would be very helpful for readers to understand exactly how Jon Havvassey feels about his hiring, along with what expertise he is going to bring to the company. This would also give Carmalla Walderrine a chance to answer questions about the company's new product line.

- I believe pictures or a pamphlet would also be great supporting material to provide visuals of what these new products are going to look like. For instance, this could showcase the company's new line of nutritional supplement gels for public viewing. Many people are visual, and having a realistic idea of what these products look like could increase the scope of the company as a whole. This allows customers to see exactly what the products are going to look like. The pictures also could involve the company's expansion plan and show visuals of what countries they are moving into.