



Giumarra

FOR IMMEDIATE RELEASE

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FIRST NEW ZEALAND ROYAL GALAS WILL BE LARGE-SIZED

Giumarra of Wenatchee's apple supply will be well-balanced despite New Zealand frosts

LOS ANGELES – April 23, 2008 – After returning from a recent trip to New Zealand, Tom Richardson, General Manager of Giumarra Wenatchee, reports that the company's first arrivals of New Zealand Royal Galas will be heavy to large sizes.

"Although heavy frosts in October are having significant effect on the Hawke's Bay apple crop, both in terms of reduced size and overall volume, we are very fortunate to have well-balanced supply sources from both the North and South Island growing regions," says Richardson. "This will allow us to support our retail programs with the size of fruit they require."

Mr. Richardson went on to say that he expects the volume of New Zealand apples to be shipped to the U.S. this year to be down significantly, as will the total pipfruit export volume. As of April 1, the volume of fruit that had passed USDA pre-clearance was only half of that for the same time last year. This is very likely a reflection of both smaller Royal Gala fruit size out of Hawke's Bay, as well as the impact the weak U.S. dollar is having on decisions as to where to ship fruit.

The Braeburn was probably the variety most strongly affected by the October frosts, and New Zealand exports of this variety may shrink to around 4 million cartons this year, versus roughly 6.5 million last year.

"Our overall New Zealand apple and pear program may be slightly smaller this year, but we are very pleased to say that our suppliers are incredibly loyal and intend to support our retail programs as fully as possible despite the challenges Mother Nature has thrown our way," says Richardson.

The Giumarra Companies will offer a full lineup of New Zealand apples, including Royal Gala, Braeburn, Fuji, Granny Smith, Pink Lady and New Zealand Rose. Giumarra is also one of just two receivers in the U.S. that will provide Tentation® in selected markets. This year, Giumarra is also pleased to offer Eve™ in limited volumes. This variety is cherry red in color with a delightful sweet-tart flavor and crispy, firm flesh.

A full line of pears from New Zealand is also available starting with arrivals in early May. Varieties include Buerre Bosc, Taylor Gold and Doyenne du Comice. For more information, please contact the Giumarra of Wenatchee sales team at 509.663.4409.

About The Giumarra Companies

The Giumarra Companies is a leading international network of fresh produce growers, distributors and marketers that encompasses a world of freshness. Since its inception in 1922, the Giumarra group of companies has taken pride in a longstanding commitment and tradition of quality, reliability and innovation to feed the world in a healthy way. For more information visit: www.giumarra.com.

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