



Giumarra

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GIUMARRA LAUNCHES SOFTWARE INTO TEST PHASE

Growers Enjoy Simplified Data Entry System and Real-Time Reporting

LOS ANGELES, CA – December 20, 2007 – With the upcoming seasons in Florida and Mexico, Giumarra announces its new system, Giumarra Farm Applications, has now entered into the test phase with its growers.

“Giumarra is committed to making operations as streamlined as possible for our growers while enabling our customers to trace product from field to shelf. The system we are now testing will accomplish both of these goals,” said Mr. Tim Riley, Senior Vice President of Giumarra.

During the past several years Giumarra has listened to requests from growers to develop one cohesive system that tracks and monitors various aspects of their operations. In response, Giumarra developed the Giumarra Farm Applications, or ‘GFA.’

In short, GFA is an easy to use electronic labor productivity recording program that enables growers to monitor their business with real-time data and reports as the work day progresses. Work is recorded in the field and then transferred to a computer where it produces a variety of reports that contain a wealth of data.

GFA is also built to be extremely intuitive and user-friendly, and offers employees’ templates to follow that only require data to be input once, thus streamlining operations and greatly reducing the margin for human error.

Importantly for food safety, GFA offers 100% traceability to the time, field and package in which products are shipped. The system has been successfully tested to the level of the consumer package. GFA is also structured to adapt to the latest food safety standards.

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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