



# Giumarra

*Feeding the world in a healthy way.\**

FOR IMMEDIATE RELEASE

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## **GIUMARRA NOGALES BEGINS SHIPPING WINTER MELONS, VEGETABLES**

LOS ANGELES – November 4, 2009 – Giumarra of Nogales has started its winter season and is now shipping cantaloupes, honeydew melons and both seeded and seedless watermelons from Mexico. The division is also shipping English cucumbers, greenhouse cucumbers and green bell peppers.

Starting Nov. 10, the division will begin shipping the Nature's Partner® Summer Sweet™ melon variety, a Tuscan-style cantaloupe. Colored bell peppers will follow on Nov. 15.

The crops are grown by the Salazar family of Hermosillo in the state of Sonora, Mexico and the Llano family of Guaymas, also in the state of Sonora. Giumarra of Nogales has been working with the Salazar family for 16 years and the Llano family for seven years.

After a recent trip to visit both the Salazar and Llano farms, Division Sales Manager Nick Rendon notes that ample supplies and excellent quality will mark the season.

"The crops are looking outstanding. The initial color and brix of our melons are excellent and we expect to maintain this quality throughout the rest of the season," says Rendon.

The Summer Sweet™ melons are packed and shipped under the Nature's Partner® label. This melon has a higher brix than a traditional cantaloupe.

"The sizing of the Summer Sweet™ melons this season is good," says Rendon. "The higher pressure of this melon makes it better for processing. When it reaches the retail level, it has a longer shelf life."

All product from Giumarra Nogales can be distributed to anywhere in the U.S. from its shipping facility in Nogales, Ariz. and its Border Cold Storage facility in McAllen, Tex.

For more information, contact Giumarra Nogales at 520.281.1981.

### **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](http://www.giumarra.com).

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