



# Giumarra

*Feeding the world in a healthy way.™*

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## **GIUMARRA REEDLEY UNVEILS NEW CENTRAL PACKING LINE**

LOS ANGELES – May 12, 2010 – Giumarra Reedley announced today the unveiling of its new, state-of-the-art packing line in conjunction with the beginning of its 2010 stone fruit season.

The new packing line is located at the division's central packing facility in Reedley, Calif. The pack line is designed to sort fruit supplied by totes as opposed to bulk bins. It includes patented improvements to the packing stations never used before in the stone fruit industry. It utilizes the most advanced optical components and computer software in the sizing and sorting of the fruit.

Its high efficiency is the result of the computerized system continually monitoring the output of each packing station and redistributing the fruit to balance the workload of each packer and the machine.

"This superior technology will allow us to maintain the careful handling of our fruit that begins in our orchards," says Jason Chavez, Sales Manager of Giumarra Reedley. "The new pack line ensures the continued consistency and high quality of our product."

Giumarra Reedley was one of the earliest growers, packers and marketers of stone fruit in the San Joaquin Valley. In the 1960s, they developed the LTD label, which became known for its maturity, high sugar and great flavor.

"We were shipping tree-ripened fruit long before it became fashionable," says John Thiesen, General Manager of the division.

In 2004, Giumarra Reedley changed from LTD to the Nature's Partner® brand.

"We have implemented innovative farming techniques, focused on plant nutrition and reduced the number of varieties to produce consistently high-quality fruit," Thiesen says. "These practices, in addition to the new packing line, will enable us to continue delivering outstanding, great-tasting fruit to our customers."

### **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).