



# Giumarra

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## **GIUMARRA VBM INTERNATIONAL BERRY LLC COMPLETES SUCCESSFUL BERRY TRACEBACK TEST**

Development of an upgraded traceback system is validated by successful test

LOS ANGELES – May 16, 2008 – Giumarra VBM International Berry LLC, a joint venture of Giumarra and Vital Berry Marketing, a large Chilean berry grower and exporter, announced today the successful testing of their new traceback system on blueberries from Florida.

“We believe this is the first successful traceback test in North America for berries from field to retail shelf,” said Mr. Tim Riley, Senior Vice President of the Giumarra Companies.

Giumarra has now successfully tested the traceback system in California, Mexico and Florida. The system has been developed in conjunction with Giumarra’s Farm Application (GFA) system. It allows complete integration of information from harvest through to the retail shelf and is GS 1 compliant. Mr. Riley noted that the new GFA system allows growers to efficiently manage their business while providing the traceability information required by retailers and consumers.

With this system, growers may readily integrate farming, picking and packing information while providing both retailers and consumers with the ability to trace packages to source. The system further enhances Giumarra VBM’s food safety capabilities.

### **About The Giumarra Companies and Vital Berry Marketing**

The Giumarra Companies is a leading international network of fresh produce growers, distributors and marketers that encompass a world of freshness. Since its inception in 1922, the Giumarra group of companies has prided itself on a longstanding commitment and tradition of quality, reliability and innovation to feed the world in a healthy way. For more information: [www.giumarra.com](http://www.giumarra.com).

Vital Berry Marketing SA was established by a consortium of growers in 1989 and is now the largest exporter of blueberries from Chile. Vital Berry also has operations in Argentina and Mexico.

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