



Giumarra

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GIUMARRA VBM EXPANDS EASTERN TEAM IN SALES, GROWER RELATIONS

LOS ANGELES – February 25, 2009 – Giumarra VBM International Berry is pleased to announce the addition of two new hires to its East Coast team.

Andrew Smith is joining the sales team and Ben Reilly will work with the field staff, acting as a liaison between growers and the marketing team. Both are new positions created to fill the growing needs of the partnership.

Smith graduated from Penn State University with a degree in agricultural business management. He comes to Giumarra VBM from Pacific Trellis Fruit, where he managed quality control on the East Coast for their import grape program. He also has prior experience working with Del Monte Fresh Produce.

Reilly grew up in Queensland, Australia, where he graduated with a degree in agribusiness from the University of Queensland. In 2007, he was awarded the PMA/Pack Family Scholarship, which provided him the opportunity to attend the 2008 PMA Fresh Summit in Orlando.

“We have enjoyed excellent growth in our berry sales,” says Stan Crafton, General Manager of Giumarra VBM. “Andrew and Ben will assist us in providing support for both our customers and growers.”

About The Giumarra Companies and Vital Berry Marketing

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.

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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