



Giumarra

Feeding the world in a healthy way.™

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GIUMARRA VBM INCREASES BLUEBERRY GROWER BASE

LOS ANGELES – April 12, 2010 – Giumarra VBM International Berry announced today that 5K Farms from Ellisville, Miss. has agreed to market their blueberries under the Nature's Partner® VitalBerry brand.

5K Farms is owned by the Kittrell family and grows 65 acres of blueberries, harvesting from mid-May through mid-July. The family grows the Highbush and Rabbiteye blueberry varieties.

"We have a state-of-the-art packing facility to process our blueberries," says Brian Kittrell, owner of 5K Farms. "We carefully manage all of our operations year round to produce outstanding berries."

5K Farms started growing blueberries in 2006 and began shipping commercially in 2008. They pack on behalf of a group of Mississippi growers and also have a state-certified nursery that cultivates 145,000 blueberry plants each year to sell to the public or plant on their farm.

"We are very pleased to be joining forces with 5K Farms," says Stan Crafton, General Manager of Giumarra VBM. "They grow with the utmost attention to detail and will make an excellent addition to our Nature's Partner® VitalBerry family."

For more information on 5K Farms, please visit www.5kfarms.com.

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.

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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