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**GIUMARRA IMPORTS NEW ZEALAND CITRUS VARIETIES**

LOS ANGELES, CA – April 26, 2007 – With the US market open to New Zealand citrus for the first time in 2007, the Giumarra Companies are aiming to bring customers both lemons and Satsumas. In recent years this fruit has been destined primarily for the Japanese market and is in fact grown using traditional Japanese farming practices. Giumarra will focus its efforts on importing and marketing both the Satsuma mandarins and Yen Ben lemons, among other citrus varieties.

“Although the volume of New Zealand citrus is relatively small compared to other countries, the fruit itself should offer some unique eating opportunities.” said Wenatchee Division Manager Tom Richardson. “The coastal growing conditions in the North of New Zealand produces a deep rich flavor in these Satsumas that we feel will absolutely delight the consumer.”

The Satsumas are a mandarin orange and, like those in California, are orange in color and are almost always seedless. They have a thin skin that is lightly attached around the fruit. In comparison with other citrus fruits therefore, the Satsuma is very easily peeled.

In addition, all of this fruit is post harvest chemical free, which is an added plus in today’s world of healthy eating and sustainability. The Satsumas will be available from late May into early July.

Giumarra will also be importing Yen Ben lemons, which like Satsumas, will be post-harvest chemical free. This is especially important in fruit such as lemons where the skin is commonly used in food and drinks either as a zest or sliced in wedges. The focus on gentle post harvest handling also affords the Yen Ben a

very long shelf life. The lemon's high juice content is also maintained during long-term storage. Yen Ben is the main lemon cultivar grown for the Japanese export market and is unique to New Zealand.

The Yen Ben variety is typically smaller, has a thinner rind than some California varieties and should peak on 140 count. However, Yen Ben fruit grown in New Zealand is recognized as having a stunning external appearance superior to other lemon cultivars. Finally, the Yen Ben also has very low seed numbers, averaging less than one seed per fruit.

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