



Giumarra

Feeding the world in a healthy way.®

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GIUMARRA SOUTHEAST WELCOMES NEW HIRE

LOS ANGELES – January 25, 2011 – Giumarra Southeast announces a new addition to its team, John Reese “JR” Franklin. He has been hired as Grower and Customer Relations Representative for the division.

Mr. Franklin is a native of Georgia and served as a paratrooper with the 82nd Airborne Division of the U.S. Army from 2001-05. He is a decorated veteran of both wars in Afghanistan and Iraq.

Upon completion of service, he began his career in the produce industry, and has worked with Dulcinea Farms for the past three years. His positions with Dulcinea included Field Technician and Cooler Manager in its watermelon and cantaloupe operations from Florida to Indiana. He also worked in sales support for the company.

“We reached out to JR because of his background working with the melon category and growers from the Southeast, and his reputation within the grower community,” says Gary Sargent, division manager.

In his new position with Giumarra Southeast, Mr. Franklin will help develop a fruit and vegetable program for the company. He is based in Valdosta, Ga., where he resides with his wife and son.

“Giumarra Southeast is targeted to market fruits and vegetables from the eastern part of the U.S. Our season for seedless watermelon and cantaloupe begins in late May and continues throughout the summer. This enables our company to continue to serve growers and customers by extending our melon marketing beyond Giumarra’s traditional season through Nogales,” says Sargent.

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.

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