

FOR IMMEDIATE RELEASE:

CONTACT:

The Giumarra Companies
Bethany Pfohl
Tel: 303.588.7178
E-mail: bpfohl@giumarra.com
Web: www.giumarra.com

GIUMARRA VBM INTERNATIONAL LLC PREPARES FOR 2007 SEASON

Chilean Growers Expect Strong 2007 Season

LOS ANGELES, CA - December 27, 2006 – Giumarra VBM International Berry, a joint venture between the Giumarra Companies and Vital Berry Marketing (VBM) of Chile, is gearing up for the 2007 blueberry import season.

Stan Crafton, General Manager of the LLC, said that Giumarra/VBM had consistent supplies of high quality product in place for this season. "Our production base is spread over 1,000 miles," he said, "thus ensuring that we can be there for our customers throughout the season."

Although Chile had a mild winter, the first weeks of the harvesting season were slower than usual. Lower temperatures meant that the maturity of the fruit was delayed. However, in mid-November the region warmed up with higher temperatures, allowing exporters to catch up on volumes. Chile's southern regions also received plenty of rain and cold which will help the bushes bear lots of fruit.

Last year Chile exported a total of 1.7 million trays of blueberries. This year, they are expecting to export 2 million trays, up 35% from last year. The industry expects to enjoy high blueberry demand as the worldwide press continues to highlight the tremendous health benefits of this bountiful berry.

VBM's blueberry growing regions in Chile begin in the north in the Ovale (IV Region) and expand into the southern region of Osorno (X Region). As Mr. Crafton noted, VBM's production covers a length of almost 1,000 miles, which allows the company to offer its customers seven months of fresh product.

VBM also has several export partnerships throughout South America, including Argentina. Tecnovital is the #1 blueberry exporter in Argentina. VBM has also partnered with Giumarra/VBM in Mexico, which is now exporting large quantities of blackberries to the US, Europe and the Far East.

The peak volumes of VBM's Chilean production are weeks 52-1-2-3-4, of which 45-50% will be exported to the US. Approximately 60% of VBM's fruit is shipped to the East coast, and 40% to the West, primarily via sea containers to avoid high air rates.

Giumarra/VBM is also focusing on the latest developments in packaging. They are keeping current with the latest trends and formats in consumer packs, master containers and pallet configurations. In addition, Giumarra/VBM's Research and Development department is creating and testing new varieties to offer growers alternatives to planting older varieties. Giumarra/VBM also works closely with the North American Blueberry Council in its marketing efforts.

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.

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.

###