

## **Naturipe Farms Hires Dwight Ferguson as New CEO/President** **-Produce Veteran Takes the Helm at Grower-Owned International Berry Company-**



**Naples, FL – Dec 09, 2009 –** Naturipe Farms announced today the appointment of **Dwight Ferguson to the position of CEO / President, effective January 4, 2010.**

“In this role Dwight will be responsible for the successful day-to-day management, growth and sustainability of Naturipe Farms,” said Rich Amirsehhi, Chairman of the Board of Directors and interim CEO. “Working with the grower partners on the Board of Directors, Dwight will lead the organization to determine business strategies, establish strategic long and short term priorities and direct an experienced management team and dedicated staff in achieving those goals and objectives.”

Most recently Mr. Ferguson was the CEO of Eurofresh, Inc. (2003-2009) where he led expansion efforts to make Eurofresh a leader in the greenhouse vegetables industry. Over the last 5 years he introduced and executed strategies that realized significant growth through rapid expansion of new products and business channels and introduced brokerage programs to provide enhanced customer service. Prior to leaving Eurofresh, Mr. Ferguson concluded financial recapitalization to position the company for future growth.

Previously Mr. Ferguson led Florimex Worldwide and Florimex International BV, the world’s largest cut flower distribution company. During his 9 year tenure he served in several key management roles including CEO/President and COO. In addition, he has held various sales, marketing and operations positions in numerous US locations for Chiquita Brands International, Pepsi-Cola Company and Procter and Gamble.

"I'm delighted to be joining Naturipe Farms and look forward to working with its customers, growers and employees. I've been fortunate in my career to work for great industry-leading companies, and without question, I consider Naturipe Farms to be all that and more in the berry business."

Dwight is active in several produce industry organizations serving as a Director for the Produce Marketing Association, a Director for the Produce for Better Health Foundation and a Past Director for the US Floral Marketing Association and PMA’s Int’l Advisory Board.

*Naturipe Farms LLC, is an international, grower-owned producer and marketer of wholesome, good-for-you foods headquartered in Naples, Florida. The company sources products from throughout North and South America to ensure year-round availability for “locally grown” and in-season conventional and organic berries. Naturipe Farms, formed in 2000, is a partnership between Hortifrut SA, MBG Marketing and Naturipe Berry Growers and Munger Farms with locations in Salinas, CA, Delano, CA, Grand Junction, MI, Dallas, TX, Boston, MA, Miami, FL, Santiago, Chile, Los Reyes, Mexico and Buenos Aires, Argentina.*

####

