



**NATURIBE FARMS LLC**  
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FOR IMMEDIATE RELEASE

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### **Naturipe celebrates 100 years strong**

Naturipe Farms celebrated its one hundred year anniversary with the growers and staff of one of the company's partner-owners, Naturipe Berry Growers (NBG), on Friday, May 5.

The festivities were held at the Naturipe headquarters in Salinas, CA, and included live mariachi music, a Naturipe branded semi-truck, and a presentation of proclamations from Western Growers Association and the Office of Senator Anthony Cannella, of which NBG President Rich Amersehhi accepted on behalf of the company.

"It's a privilege to have the opportunity to congratulate Naturipe for having reached 100 years – and doing so with pride for what they do, passion and integrity," said Tom Nunez, board representative of the Western Growers Association, who presented Amersehhi with a proclamation.

"This is one of several celebrations Naturipe Farms will host in honor of the company's centennial year," said Kyla Oberman, Naturipe's director of marketing. "We have appreciation events planned during key trade and industry events throughout the year as way to pay tribute to our growers, and thank those who have helped Naturipe reach this milestone."

In 1917 Central California area growers formed a marketing cooperative, called the Central California Berry Grower Association, and marketed their strawberries using the Naturipe® trademark. Today, Naturipe Farms is a partnership between four highly-esteemed fresh berry growers: Naturipe Berry Growers, Hortifrut SA, MBG Marketing, and Munger Farms.

Naturipe is focused on building collaborative relationships where trust, communication, responsiveness and teamwork with individual growers, customers, consumers, employees, and communities are critical to their past, present and future success.

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*Naturipe Farms LLC is a grower-owned producer and international marketer of healthy, best tasting, premium berries. With production primarily from multi generation family farms, located in the prime berry growing regions throughout North and South America. The diverse grower base ensures year-round availability of "locally grown" and "in-season global" conventional and organic berries. Naturipe Farms, formed in 2000, is a partnership between Naturipe Berry Growers, Hortifrut SA, MBG Marketing and Munger Farms. With sales and customer service offices located strategically throughout North and South America, including: Salinas CA, Grand Junction MI, Estero FL, Boston MA, Wenatchee WA, Atlanta GA and Guadalajara, MX.*