

CULTIVATE WITH CARE



ENVIRONMENTAL STEWARDSHIP

WATER CONSERVATION

INTEGRATED PEST MGMT (IPM)

BIODIVERSITY

SUSTAINABLE PACKAGING

GREEN INNOVATIONS

ORGANIC

COMMUNITY



ABOUT NATURIPE



Naturipe Farms LLC is a grower-owned producer and marketer of healthy and delicious berries. To ensure year-round availability of 'locally grown' seasonal produce, Naturipe sources fresh berries from optimal growing areas across North and South America. As the global leader in blueberries, we offer the 'Total Berry Solution' by providing a full line of conventional and organic fresh, frozen and value added blueberries, strawberries, raspberries, blackberries and cranberries.

Unique to the fresh produce industry, Naturipe® is a partnership between four highly respected berry growers: Hortifrut SA, MBG Marketing, Naturipe Berry Growers and Munger Farms. These four partners, individually and collaboratively, have developed and are working to perfect the Cultivate with Care program.



Hortifrut SA, based in Santiago, Chile with operations in Chile, Mexico, Argentina and Spain is the world's largest grower, exporter and distributor of fresh, frozen and value added berries from October through May.



MBG Marketing, located in Grand Junction, Michigan, is a cooperative representing fresh, frozen and value added blueberries and blackberries throughout North America and is the largest packer of fresh blueberries, April through October.



Dating back to 1917, Naturipe Berry Growers in Salinas, California is the oldest strawberry cooperative in the United States and represents respected strawberry, raspberry and blackberry growers in prime growing regions throughout California, Florida and Mexico.



Munger Farms, the largest source of blueberries in California is located in the deep soils and sun-drenched San Joaquin Valley. Pioneers in fresh blueberries in California, they have expanded their growing regions to Oregon, Washington and Mexico. Always innovative, the Mungers business has grown to include Value Added, Frozen and Dried blueberries.

Naturipe Farms LLC is headquartered in Salinas, California with primary sales offices in Salinas, California; Grand Junction, Michigan; Estero, Florida and Boston, Massachusetts.



CULTIVATE WITH CARE

“Cultivate with Care” is Naturipe’s commitment to operating our business in a way that minimizes environmental impact and simultaneously supports our local and global communities. Sustainability is a priority in every aspect of our company and farming operations. Our growing partners and family farmers understand the role that sustainability must play in guiding their actions on important issues such as environmental protection, resource conservation, ethical business practices, and the health and safety of their employees and community. At Naturipe, sustainability is part of every business activity and decision we make.

In 2014, the Cogdell Family in Alma, GA will become a certified Centennial Family Farm. Presented by the Georgia Department of Natural Resources, the award recognizes farms that have been continuously family owned for over 100 years. “Cultivate with Care” ensures that Naturipe and their family farms will continue to provide healthy berries to consumers and enhance the quality of life in the communities in which we farm, while protecting the environment for future generations. Cultivate with Care gives our grower families the ability to sustain a cherished way of life for centuries to come.

NEW!
Cultivate
with Care Seal



Cogdell Family - Alma, GA - Centennial family farmers
Henry and George Ito, Oxnard, CA - Third generation strawberry farmers
Ulises Quevedo Berastain, Peru – Second generation blueberry farmer
David and Diwan Munger, Delano, CA - Third generation blueberry farmers



WATER CONSERVATION



Water is the world's most vital resource, and the importance of our farmers' role in using it wisely cannot be overstated. Our farmers are committed to optimizing their applied water footprint, reducing water waste during irrigation and responsibly managing runoff. Over the years, Naturipe has implemented a variety of practices to improve the efficiency of its drip irrigation programs. The improvements include water treatments that ensure proper water flow and management software that assists with scheduling, monitoring, measuring, and verifying the optimal amount of water to apply. Our irrigation system allows for responsive, precise, and judicious application of water through an automated, self-metering system that controls the rate at which water is supplied.

John Stauner, a Naturipe Organic Cranberry Farmer in Wisconsin, participated in USDA's EQIP program to improve the efficiency of his irrigation system and reduce water consumption in and around his bogs. The positive results on both his farm, and also the supporting lands and marshes he relies on, were impressive.



Through increased water conservation efforts and continued education, Naturipe expects to see continuous, significant water savings.

Top: Hoops protect blueberries from extreme heat and cold, and allow for more efficient irrigation. **Middle:** Strawberry beds are covered in plastic to control heat and evaporation. Drip irrigation has been part of our culture for 30 years. **Bottom:** Cranberry marsh Lands managed by grower John Stauner.



INTEGRATED PEST MANAGEMENT (IPM)

Integrated Pest Management (IPM) is an effective and environmentally-sensitive approach to pest management that relies on a combination of pragmatic practices. Naturipe has utilized this approach for more than 30 years and has advanced its program to promote pests' natural enemies and reduce pesticide use. From field operations to executive management, our company combines up-to-date science with on-farm realities across all berry operations.

Our farmers allow the natural ecosystem to keep pests in-check by building natural habitats with pollinator plantings and other beneficial plants around their ranches, which supports both land and waterways.

Taking it one step further, third generation Michigan Blueberry grower Chris Hodgman has reinforced his rigorous IPM program with bio-based products. Biopesticides are naturally occurring substances, such as microbes, Bt bacteria, plant extracts, fatty acids or pheromones. Naturipe growers understand that proper implementation of this comprehensive approach results in fewer resistance problems, reduced pesticide use and more high-quality fruit with low environmental impact.



Ladybugs are voracious predators of harmful farming pests. They eat several types of small, soft-bodied insect larvae, eggs, and mites.

Top: IPM Scouts monitor the plants daily looking for unwanted pests. **Middle:** Strawberry plant vacuum removes harmful pests from fields. **Bottom:** Our bees on display at PMA Fresh Summit 2012 with Munger Farm's Head Bee Keeper Glen Trostle identifies the Queen.



BIODIVERSITY



Biodiversity refers to the variety of life within a given ecosystem. It is often used to measure the health of biological systems or 'richness' of an area. Our Elkhorn Ranch is a great example of a successful farming collaboration within a very diverse ecosystem.

Naturipe's Elkhorn Ranch in central California is one of our most scenic farms. Bordering Elkhorn Slough National Estuarine Research Reserve, the largest tract of tidal salt marsh in California, the ranch is in a truly unique area. The reserve is the natural habitat for hundreds of plant and animal species, including more than 340 species of bird. The hills we farm on are comprised of ancient sand dunes that are highly susceptible to erosion, and drain directly into either the slough or the creeks that feed into it. It is vital that we take every possible opportunity to preserve this land and its many inhabitants.



Naturipe growers, in partnership with the Monterey County Agricultural and Historical Land Conservancy, helped restore this natural habitat

and is dedicated to maintaining the health of these beautiful wetlands. The Cultivate with Care program is committed to minimizing the environmental impact of our farming operations and doing what we can to enhance the health of the ecosystem, both on and around our farming areas.



Top picture: Beautiful Elkhorn Ranch sits above the Elkhorn Tidal Slough and Marine Estuary. Elkhorn Slough watershed is home to a great variety of habitats. This setting provides home and shelter to an amazing an abundant variety of plants and animals.



SUSTAINABLE PACKAGING

Recycled water bottles are the main source of plastic



Sustainable packaging is the philosophy of creating packaging solutions that prioritize environmental concerns. Naturipe Farms has a long history as a leader in the berry industry when it comes to innovative packaging. Packaging reduction is a key part of our “Cultivate with Care” program. The primary material used in our packaging is recycled polyethylene terephthalate (RPET), which is made from recycled plastic water bottles. Even though PET/RPET is already considered highly sustainable, we are always looking at new ways to reduce our carbon footprint and offer consumers an even more eco-friendly product. Like water bottles, we have begun to use less and less material in our clamshells. We are also proud to be the first major berry company in the United States to test heat seal technology. Heat seal technology, widely used in Europe, reduces the need for plastic in packaging by up to 50%. Additionally, we now have compostable packaging for our organic products that eliminates the plastic by up to 80%.



40%
Savings



40%
Reduction



80%
Reduction



Left to Right: Naturipe's Bouquet Long Stem Strawberry pack allow more units per pallet optimizing fuel costs by 40%. The Heat Seal Blueberry pack allows up to a 40% reduction in plastic. Earthcycle with Flow wrap is compostable with a 80% reduction in plastic.



GREEN INNOVATIONS



S U S T A I N A B L E
I N V E N T I O N S .

Harvesting equipment is not a new innovation in the berry industry. Farmers are always looking for ways to improve working conditions and production efficiency. For years, diesel powered harvester aids have been used in fields to assist workers in their harvesting. Last year, Naturipe Berry Grower Gary Tanimura introduced solar powered harvesting aids to his fields. These extremely lightweight machines won't compact the soil, leaving the strawberry fields rows undisturbed. Utilizing vegetable oil for their drivetrain, these energy efficient machines are silent, odorless and highly mobile; simply packed up and moved to the next field.



Left Picture: "On Touch Harvesting Tool" for bushberries. This was invented and implemented in 2014 by Mario Aguas, grower for Naturipe Berry Growers. **Right:** Solar Powered Harvesting Aid



ORGANIC

The fundamentals of organic farming- or stewardship of the land in a manner that keeps it productive for generations to come- have been around since WWII. Many organic growing practices naturally fall under the umbrella of sustainability.

The philosophy of organic food production maintains certain principles: biodiversity, ecological balance, sustainability, natural plant fertilization, natural pest management, and soil integrity. Since the products and practices of farms vary, there is quite a wide variety in how these principles are applied.

We have several organic farmers throughout our many growing regions, and Naturipe is the largest producer of organic blueberries in the world. Our products are certified by 10 different agencies complying with USDA NOP (National Organic Program) regulations.

BCS OKO- Chile

CCOF

Eco Cert ICO LLC

Oregon Tilthe

MOSA

GCIAOCP

OIA- Argentina

Organic Certifiers

QCS

WSDA



COMMUNITY



Naturipe Family Farms provides an important source of income to our workers and their local communities. We are devoted to ensuring healthy, safe and respectful work environments that enhance the overall well-being of our workers, preserving our farm communities for future generations.



In addition to our environmental programs, Naturipe is committed to the health and well-being of children in our communities. In 2012, Naturipe formed a Charitable Giving Fund to directly impact the health and education of the children of migrant farm workers in and around our growing regions. More specifically, we have provided several community health and safety programs, built homes in earthquake ravaged areas, brought internet to local communities, and provided parks for children to play. We continue to partner with local charities and non-profit organizations working to enhance the infrastructure of many communities in the vicinity of our operations. In the last two years alone, Munger Farms of Delano CA has donated more than 3 million dollars to Bakersfield Memorial Hospital's Foundation and Heart and Stroke Center.



Our international growers are acknowledging the importance of their workers by becoming Fairtrade certified. Consumers will know that when they purchase Fairtrade certified products, they are empowering the workers and the communities in which they live.



Ben Riker, Wisconsin National Guard Veteran and James Lake Farms Cranberry Manager was deployed twice to the Middle East, and is now serving as a member and advocate of the Farmer Veteran Coalition. The Coalition aspires to lead the national effort of connecting veterans to agriculture. They believe that veterans possess the unique skills and character that is needed to strengthen rural communities and create sustainable food systems for all.

Top to Bottom: Our community of workers in North and South America and Ben Riker and his family.



GROWING REGIONS

Naturipe consistently brings fresh and value-added berries to the table...berries that are vibrant, delicious and nutritious. Since 1917, generations of family farmers in local communities have responsibly produced these berries with integrity and respect. Our heritage is partnered with the land and committed to sustainable farming.

Strawberries

California, Florida, Mexico

Blueberries

Michigan, Florida, Georgia, California, North Carolina, Indiana, New Jersey, Oregon, British Columbia, Washington, Uruguay, Chile, Argentina, Mexico, Peru

Raspberries

Chile, Mexico, California

Blackberries

Mexico, Guatemala, California, North Carolina, Georgia, Oregon

Cranberries

Wisconsin





"IPM is an art that draws its inspiration from a desire to be a good steward of the land, but is based in science. A farmer who applies IPM will fail if there is no understanding of the biology and chemistry of the ecosystem where the IPM is being practiced."

—Tom Am Rhein, Vice President
Naturipe Berry Growers



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