



For Immediate Release

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Naturipe Farms™ Announces New Director of Food Safety and Social Responsibility

Donna Lynn Johnson Joins the International Berry Grower and Marketing Organization

Salinas, CA – July 3, 2012 – Naturipe Farms today announced the appointment of Donna Lynn Johnson as the Director of Food Safety and Social Responsibility, effective July 2nd.

In her role, Donna Lynn will work to assure that the essential elements of the company's products are monitored including social responsibility, food quality, food safety, food security, GAP farm practices and customer food safety compliance.

"Donna Lynn brings a wealth of knowledge and experience to the entire Naturipe Farms organization," said Dwight Ferguson, CEO of Naturipe Farms. "She has a keen understanding and appreciation for the complexities, challenges and systems that we manage in order to deliver safe, healthy and great tasting berries."

Donna has worked in a variety of food safety and quality assurance positions at companies including Safeway, Dole and Greenline Foods. Most recently she's been an independent food safety consultant to clients in the US and Mexico including Taylor Farms, River Point Farms and Herb Thyme. She has a Bachelor of Science degree in Microbiology from California State Polytechnic University at San Luis Obispo and is active with several produce industry associations and task forces including the Harmonized GAP working group, United Fresh's Food Safety and Technology Committee and the Produce Safety Alliance.

"I am delighted to join Naturipe Farms with their global focus on the berry category," said Donna Lynn. "The great health and taste attributes of strawberries, blueberries, blackberries and raspberries make them a favorite for consumers, and, as a result, retailers and restaurant operators continue to expand the category. It's exciting to have an opportunity to work with the grower owners of Naturipe Farms and to be a resource for the customers who continue to capitalize on the popularity of berries.

I am truly excited to work for a company that authentically cares about being on the forefront of food safety and social responsibility. I am looking forward to working with all the growers worldwide and helping them, or I should say us, be the best we can be!"

Donna Lynn Johnson joined Naturipe Farms on July 2nd and will report directly to the CEO, Dwight Ferguson. She is based at our headquarters location in Salinas.

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 Hortifrut SA, MBG Marketing, Naturipe Berry Growers and Munger Farms. With sales and customer service offices located strategically throughout the USA – Salinas CA., Grand Junction MI., Estero FL., Boston MA., Wenatchee WA., Atlanta GA.

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