



**NATURIFE FARMS LLC**  
1611 Bunker Hill Way, Suite 250  
Salinas, CA 93906

FOR IMMEDIATE RELEASE

Contact: Kyla Oberman  
831-443-2358  
koberman@naturipefarms.com

### **Naturipe Farms Announces New Vice President of Marketing**

*Industry veteran CarrieAnn Arias joins Naturipe Farms as the company expands its product portfolio and consumer reach across the globe.*

Salinas, Calif. – June 13, 2017 – Naturipe Farms has announced the appointment of CarrieAnn Arias to Vice President of Marketing effective June 9, 2017.

In her new role, Arias will be responsible for leading the brand, consumer and trade marketing efforts for the entire Naturipe portfolio of products.

“We are thrilled to have CarrieAnn join our senior management team. She’s a groundbreaking marketer in the produce industry”, said Dwight Ferguson, CEO and President of Naturipe Farms. “Her focus on shoppers, consumers and retailer relationships will be a tremendous asset as we expand both our core and value-added product lines.”

Prior to joining Naturipe Farms, CarrieAnn was with Dole Fresh Vegetables and Berries for 12 years, most recently as Vice President of Marketing.

“Joining the Naturipe Team during the 100 year anniversary creates an added layer of excitement to this amazing opportunity,” said Arias. “I am passionate about agriculture and everything that the produce industry stands for. Naturipe Farms commitment to its growers, retailers, consumers and each other aligns perfectly with my core values. I cannot wait to get started!”

###

### **About Naturipe Farms**

Naturipe Farms is a grower-owned producer and marketer of healthy, best tasting, premium berries and avocados. An industry leader for over 100 years in producing healthy and delicious fruit, and value added products. The diverse grower base and focus on innovation ensures year-round availability of “locally grown” and “in-season global” conventional and organic fruit.

Naturipe is a partnership between highly-esteemed growers, whose fields are spread across the globe. By sharing resources, skills, labor and knowledge, we are better farmers and in turn strengthen the local farm community. To ensure consistent, year-round availability with a commitment to “locally grown” seasonal produce, our products are farmed in the most optimal growing regions throughout North and South America.