

Naturipe® Farms Announces New Role for Bruce Peterson Successfully Completes Tenure as CEO, Shifts into a New Leadership Role -

Naples, FL – January 30, 2009 – Rich Amirsehhi, Chairman of the Board of Naturipe Farms LLC, today announced that Bruce Peterson, having successfully completed a wide array of strategic initiatives, will be stepping down as the firm’s President and CEO. He will continue to serve the company as a member of the Board of Directors. Since his appointment in 2007, Bruce has successfully re-aligned the internal structure of Naturipe Farms and established an environment of success.

“On behalf of our partners and growers, I want to publicly express our appreciation to Bruce for his contributions to Naturipe Farms. Bruce was brought on board at a critical time as CEO to accomplish several key objectives. He has successfully accomplished those goals and his contributions will forever have a profound impact on our growth and success in the marketplace,” said Rich Amirsehhi. “He brought together a skilled management team, directed the implementation of numerous business initiatives and assisted the board in the development of a long-term strategic plan. We very much value his counsel and in light of the organization’s progress under his leadership, the board has asked him to continue on as a member of the Board.”

“I am excited to now join the Naturipe Farms’ board of directors and to have the opportunity to continue to contribute to the strategic evolution of the company,” Peterson said. “During my tenure as CEO we were able to address a wide array of objectives that improved our products and services for customers and built value for our growers. We controlled operating costs while increasing sales by nearly 20%. As a board member, I will have the opportunity to provide counsel and insight as the company continues to evolve.”

Peterson is a 39-year veteran of the produce industry. Prior to joining Naturipe Farms, he was president of Peterson Insights, Inc. and spent fifteen-years at Wal-Mart Stores, Inc. where he successfully launched and built the perishable foods division. When he retired from Wal-Mart in March 2007, he held the position of Senior Vice President of Perishables.

Rich Amirsehhi is President and CEO of Naturipe Berry Growers, Inc. in Salinas, California and serves as Chairman of the Board for Naturipe Farms. In the interest of a smooth transition, Rich will serve as interim-CEO until a permanent replacement is found. A search for a CEO is currently underway and details will follow.

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 produce, including a full line of conventional and organic premium berries. Naturipe Farms, formed in 2000, is a partnership between Hortifrut SA, MBG Marketing and Naturipe Berry Growers 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.

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