



GREEN GIANT® FRESH LAUNCHES FRESH CITRUS PROGRAM

The Fruit Exchange, LLC to handle citrus sales

VISALIA, Calif., Feb. 15, 2011: Growers Marketing, LLC recently appointed The Fruit Exchange, LLC as its exclusive sales agent for Green Giant® Fresh Citrus for all of North America. The initial emphasis will be on navels and lemons in the first quarter, but will be expanded to include additional category offerings as the program develops. Lobue Citrus, headquartered in Lindsay, CA will begin packing Green Giant® Fresh brand citrus this week.

Based in Visalia, California, The Fruit Exchange, LLC is an affiliate of Rast Produce Company, Inc. and Green Tree International, Inc. The combined entities have over 100 years of citrus sales experience. They offer all varieties and pack styles of citrus, and provide transportation services and distribution to most major cities throughout North America year-round.

“We are excited about the partnership with The Fruit Exchange, and look forward to offering consumers the same trusted brand in citrus as we do in fresh vegetables. With LoBue Citrus as the initial independent packer for Green Giant® Fresh, we are confident we will be upholding the highest quality standards of the brand,” noted Woody Johnson, General Manager of Growers Marketing, LLC.

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About Green Giant® Fresh:

Green Giant® Fresh provides a wide variety of high-quality, fresh fruits and vegetables to consumers. Green Giant® Fresh is the nation's most trusted brand in produce, offering over 50 varieties of fresh fruit and vegetables grown by the nation's top growers. Green Giant® Fresh delivers a high level of quality unsurpassed by any other brand and recognized by 96 percent of consumers. To learn more about Green Giant® Fresh products, go to GreenGiantFresh.com.

About Growers Marketing, LLC:

Growers Marketing, LLC. holds the Master Trademark license for the Green Giant® Fresh [1] brand of fresh produce [2]. Located in Salinas, California, Growers Marketing LLC provides marketing and quality assurance services to our product partners as well as sales support to retailers and wholesalers throughout North America. [1] Green Giant® is a registered trademark owned by General Mills, Inc. [2] Excludes potatoes and onions.

About The Fruit Exchange, LLC:

The Fruit Exchange as an exclusive provider of Green Giant® Fresh Citrus. The Fruit Exchange has over 100 years of combined citrus and sales experience and is based in Visalia, California. They pack all varieties of citrus and all pack styles for retail and food service and have transportation services and distribution to most major cities throughout North America year-round. Fresh California and Florida Citrus tastes fantastic!

For More Information:

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