



THE RIGHT CHOICE

www.naturipefarms.com • www.naturipefarmstrade.com

January 19, 2007 - Update on Southern California Strawberry Supply

Naturipe Farms Vice President Craig Moriyama just returned from touring Naturipe Farms fields in Southern California. He reports that the plants look good, and there are flowers inside the crown of the plants. The plants should begin flowering in 1 to 2 weeks and the fruit from those flowers will be your March crop. For the next six weeks volume will be greatly reduced, but should be back up to speed late February or early March.

Naturipe Farms supplies a full line of berries and suggests for the upcoming weeks while strawberries are limited, that our customers plan on filling in with other consumer berry favorites. Naturipe Farms conventional and organic blueberries, raspberries and blackberries are available.

For further information contact Brian Bocock at (239) 598-6030 or Craig Moriyama at (831) 785-5931.

See the following Press Release issued by the California Strawberry Commission for further information:

California Strawberry Commission
FOR IMMEDIATE RELEASE:
Jan. 18, 2007

UPDATE ON CALIFORNIA STRAWBERRIES: VOLUME SOON BACK TO NORMAL

Temporary setback due to freeze can be beneficial to production later this year

Watsonville, CA – The chilling temperatures haven't put the damper on California's year-round crop of strawberries, although the industry is experiencing a temporary setback that will take about six weeks to rebuild to normal volumes.

"It's winter and we expect bad weather," explains Mark Murai, president of the California Strawberry Commission. "Farmers recognize that when we get an extra chill, it's not necessarily a bad thing. In fact, it can be beneficial. It can stimulate production later and we could end up with a very good year."

January and February are the lowest producing months of California strawberries. Unlike other fruits that have only one crop per year, strawberries plants continually produce fruit throughout the year and growers have only lost a portion of fruit currently on the plant. Although there has been some frost damage in the southern parts of the state, the plants are still in a very early stage. They will recover soon and produce flowers that will become the next set of fruit. Farmers are optimistic the volume of fruit will begin to return to normal production levels within a few weeks.

The California Strawberry Commission supports and represents the California strawberry industry with programs in research, education, marketing and issues management. The Commission represents an industry of over 700 growers, shippers and processors.