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PRESS INFORMATION

Dole Europe Enters the Berry Market

Paris, January 26, 2010 – After a successful start in Italy, Dole Europe is now expanding its product line throughout Europe to include a wide range of berries. The company is once more proving its expertise on a logistically challenging segment such as berries.

In 2009, Dole started selling berries in Italy from local sources, from Spain, and from South America. The company will progressively offer its expertise on these products (raspberries, black currants, blueberries, blackberries, strawberries and gooseberries), aiming at a full European coverage by the end of 2010.

Quality and reliability being indispensable conditions for Dole, the company is currently approving the qualification of high-quality and reliable sources of berries in Europe and in the Southern hemisphere, in order to offer top-quality products and a reliable supply to its customers.

'Dole's know-how and expertise are fully applicable on berries, which are fragile products and require very special care and very careful attention all along the entire chain, from the source to our customers.' says Jean-Christophe Juilliard, President of Dole Europe.

About Dole Europe: *Dole Europe is one of the largest marketers of fresh produce on the continent, where it has been operating since 1992. It imports a wide range of fresh fruit and vegetables from both Dole Food Company's own farms and independent growers situated all over the world. Dole Europe also provides retailers with innovative solutions in terms of services and products. The company focuses on four core values: competence, responsibility, integrity and enthusiasm. Its network stretches from Scandinavia to South Africa, from Portugal to Russia, and includes 1,550 employees, working at 40 locations. More information at www.dole.eu.*

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