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## PRESS INFORMATION

### Fruit Logistica 2010:

## **Dole Presents Its Sustainable Agriculture Practices And focuses On 3 priorities: Carbon Footprint, Water Management And Soil Conservation**

Paris, January 28<sup>th</sup>, 2010 – The world's largest producer and marketer of high-quality fresh fruit and vegetables has developed programs aimed at reducing its overall Environmental Footprint. Some of them will be presented on Dole's stand (Hall 6.2/A-02) at the next edition of the Fruit Logistica fair, from February 3<sup>rd</sup> to 5<sup>th</sup>, 2010, in Berlin, Germany.

*'Respecting the planet is a priority for Dole in every area where its activities are deployed'*, recalls Jean-Christophe Juilliard, President of Dole Europe.

**Carbon Footprint.** In 2007, Dole signed an agreement with the Ministry of Environment of Costa Rica to work together on a project aimed at establishing a carbon neutral product supply chain for bananas and pineapples, from their production in Costa Rica to the North American and European markets. Fruit Logistica 2010 will be the opportunity to provide an update on Dole's programs aimed at measuring, reducing and offsetting the company's greenhouse gases emissions.

**Water Management.** In May 2009, Dole joined the Water Footprint Network. The company will be presenting the programs it has developed to reduce water use and to recycle water.

**Soil Conservation.** Last year, Dole started holding seminars on Soil Conservation in pineapple production in Costa Rica. These seminars were organized at the industry level, in order to share best practices in this area. Some of the company's programs focusing on Soil Conservation will also be presented at this year's Fruit Logistica.

*'For the second year in a row, Dole will focus on Corporate Social Responsibility during Fruit Logistica. This decision demonstrates Dole's strong commitment to CSR. We invite you to come and visit us to learn more about Dole's programs aimed at reducing its Environmental Footprint'*, says Sylvain Cuperlier, Vice President, Director of Worldwide CSR.

**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](http://www.dole.eu)

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