

President's Message

My first year as your president was both challenging and rewarding. Taking the reins of an organization charged with creating grower value in the midst of the worst global economic slump since the Great Depression was daunting to say the least. I am pleased that we were able to market most of your crops profitably in spite of the issues created by the weak economy.



We accomplished this because we have an experienced management team focused on your per acre returns above all else. It takes analysis, planning, and discipline to create profitable returns, and your management team was able to provide that in nearly every case.

We have felt that this single minded focus on returns would allow us to grow our membership. I am happy to report things are looking good there as well. As we started the 2009-10 season we welcomed Bravante Produce, a premier citrus grower, packer, and shipper into Sunkist. With groves throughout the San Joaquin Valley, our new affiliate brought nearly 1.4 million cartons of quality citrus into Sunkist. Several of our existing houses picked up new acreage as well. In the past two years we have added close to 5,000 acres.

We have spent a lot of time fine tuning our go-to-market model over the past couple of years. Our focus on configuring ourselves in a way that allows us to do more business with the right mix of customers...rather than just more business...really started to pay dividends this past year. Using personalized services like strategic sales planning, category management support, and customized

marketing programs allows us to expand our business with customers that value our offerings and our iconic brand.

As you will see in the pages that follow, you have an extremely capable and dedicated group of individuals working every day on your behalf. Those who are pictured are representative of the knowledgeable and experienced staff devoted to bringing more value to the Sunkist brand...and to your bottom line.

I am honored to be serving as the chief executive of Sunkist. I am proud to have the backing of an excellent management team and staff. I am deeply appreciative of the support and guidance of our dedicated board of directors, and I am excited about the bright prospects ahead for Sunkist...in 2010 and beyond.

A handwritten signature in black ink that reads "Russ Hanlin". The signature is written in a cursive, flowing style.

Russell L. Hanlin

*President and Chief Executive Officer
Sunkist Growers*