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news release

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Sunkist Expands its Fresh Citrus Program to Florida with Greene River Marketing

*Association Provides Sunkist with Consistent, Year-Round Supply of
High-Quality Grapefruit*

Aug. 5, 2013, Vero Beach, FL...Sunkist Growers and Greene River Marketing are teaming up to sell Florida citrus under the Sunkist brand in markets across the globe beginning in the 2013-2014 season.

“We are looking forward to this association,” said Greene River Marketing President Patrick Rodgers. “Both organizations bring great strengths to each other and I see tremendous potential in both the domestic and export markets.”

With this program, four premier packinghouses will pack Sunkist® labeled citrus, Greene River Packing Inc., Riverfront Packing Company, LLC, Leroy Smith, Inc. and Oslo Citrus Growers Association, Inc. The four companies pack approximately 3 million cartons annually.

Sunkist and Greene River Marketing will both sell Sunkist-branded Florida citrus, with the majority of the fruit being sold by Greene River Marketing.

“Sunkist and Greene River Marketing are aligned on the importance of providing high-quality products and services to our customers throughout the world,” said Sunkist Vice President of Sales & Marketing Kevin Fiori.

Central to this program is Greene River Marketing’s grapefruit, which will provide Sunkist with a consistent supply of high-quality grapefruit throughout the year. Florida #1 grapefruit will be packed under the Sunkist® brand, while other varieties and grades will utilize the SK® choice or Pure Gold® brands.

“We are excited about the expansion of our grapefruit program to Florida,” added Fiori. “In addition to our growers’ California and Arizona programs, we feel fortunate to have such high-quality associations with Lone Star Produce in Texas and now Greene River Marketing in Florida. We believe this expansion will provide our customers with the finest year-round supply of grapefruit out of all the major U.S. citrus growing areas.”

*Sunkist Growers is a citrus marketing cooperative, founded in 1893,
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