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Interfresh Announces Strategic Alliance with Naturipe Farms

Orange, CA – October 5, 2009 – Interfresh, Inc., a national supplier of fruits and vegetables, announces their newly-formed strategic alliance with Naturipe Farms of Naples, Florida.

As a strategic wholesaler, Interfresh will work to expand distribution of Naturipe Farms' complete line of fresh berries into areas where Naturipe Farms has identified growth opportunities. "As our grower base continues to expand their production due to new acreage and maturation of the existing plantings, alliances with strategic wholesalers such as Interfresh, create an opportunity for expansion into new markets," said Robert Verloop, Senior Vice President of Sales & Marketing. "I have known the folks at Interfresh for a long time and we look forward to a successful partnership with them."

"The Interfresh alliance with Naturipe Farms is a perfect fit for both companies", said Chris Puentes, Interfresh president. "Naturipe's commitment to quality and service mirrors our own, and we're very enthusiastic about the opportunity. With Interfresh's broad reach into the retail, distributor and foodservice channels, and Naturipe Farms' strong grower base and reputation for quality, we all felt that this was a perfect partnership, and we're delighted to work with Naturipe Farms".

Puentes added that Naturipe Farms' 12-month presence is a big component of a successful program. "Naturipe Farms ships fresh blueberries, strawberries, blackberries and raspberries year 'round, and in addition to being in the top 3 strawberry producers, they are the largest source of blueberries in the world. Together, these components allow Interfresh to become a year 'round partner with our base of existing customers in the fresh berry category, we couldn't be more pleased with the opportunity" he concluded.

Naturipe Farms LLC, is an international, grower-owned producer and marketer of wholesome, good-for-you foods headquartered in Naples, Florida. The company sources fresh berries from farmers throughout North and South America to ensure year-round availability for "locally grown" and in-season produce, including a full line of conventional and organic premium berries. Naturipe Farms, formed in 2000, is a partnership between Hortifrut SA, MBG Marketing and Naturipe Berry Growers with locations in Salinas, CA, Delano, CA, Grand Junction, MI, Dallas, TX, Boston, MA, Miami, FL, Santiago, Chile, Los Reyes, Mexico and Buenos Aires, Argentina.

Now in its twenty-fourth year of providing fresh fruits and vegetables to retailers, wholesalers and foodservice distributors, Interfresh continually strives to provide top-quality products year-round. Headquartered in Orange, CA, Interfresh has expanded its reach and further developed its product line and services by opening new offices in strategic locations throughout California. The experienced employees of Interfresh are driven by their passion to provide unparalleled services for a consistent, high-quality supply of fresh fruits and vegetables season to season. In addition to citrus, melons, and avocados, Interfresh handles an extensive line of fresh products including corn, asparagus, yams, sweet potatoes, tomatoes, bell peppers and cucumbers.