



November 2, 2009

Dole Fresh Vegetables Customers,

In recent weeks, the Salinas Valley has been subject to some very unusual weather patterns affecting the quality and yields of our crops. In September, we had extreme heat followed by near record-breaking rains in October, including very hot, humid weather and strong winds. The crops most affected; (but not limited to), have been leafy greens, namely romaine and spring mix. These unusual weather patterns have created heavily ribbed romaine; due to twisting of the heads, weak cell structure, schlerotinia and internal and external tip burn. These crop problems are causing premature breakdown and excessive red rib or pinking.

To the extent possible, we are addressing the quality issues associated with this industry-wide challenge at harvest time. Additionally, we have implemented a series of special post-harvest measures and processing modifications to further minimize negative affects on quality and shelf-life. With these steps we are experiencing lower yields, resulting in supply issues. We have also been reviewing the use of certain romaine varieties as some are genetically developed to match specific growing conditions or seasonal variations. We have identified varieties that; due to environmental influences this year, may be more susceptible to pinking. The actions taken above may not eliminate all of our quality challenges.

Please be assured we are taking extraordinary measures to provide you with the highest level of quality and service. Please feel free to contact us if you have any questions or require additional information.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Stejskal".

Tim Stejskal
Vice President, Value Added Retail Sales

A handwritten signature in black ink, appearing to read "Allen Davis".

Allen Davis
Director of VA Sales Operations