



1418 SOUTH MAIN STREET
SUITE 104
SALINAS, CA 93908

(831) 422-5000
WWW.COLORFULHARVEST.COM

PRESS RELEASE

Contact: Douglas McFarland
(831) 422-5000
dmcfarland@colorfulharvest.com

FOR IMMEDIATE RELEASE:

Colorful Harvest Wins 1st Place at Strawberry Festival

March 8th, 2009, Plant City, FL - National strawberry grower/shipper, Colorful Harvest was awarded the coveted Blue Ribbon for their flat of Green Giant Fresh strawberries at the 2009 Florida Strawberry Festival. Colorful Harvest's strawberries were judged to be the best from among a field of 12 Florida strawberry growers, based on the criteria of taste, uniformity, size, shape, and color.

The annual Florida Strawberry Festival has been an important showcase for strawberry growers since it was first organized in 1930. Colorful Harvest's managing partner, Doug Ranno, was in Florida touring Colorful Harvest farms when the award was announced. Mr. Ranno said, "Rodney Hutto and his crew at our Trapnell Road farm in Plant City, Florida produce world class strawberries, and our Colorful Harvest Florida team should be proud to be recognized for that very top level of quality and detail. This will continue to add credibility to our very successful, year round, berry program."

Colorful Harvest, based out of Salinas, California, is a national grower/shipper of premium quality fresh berries and uniquely colorful specialty crops including:

- Strawberries, sweet and red all the way through
- Blueberries
- Raspberries
- Blackberries
- Cantaloupes, Honeydews & Athenas
- Ruby Jewel™ Sweet Red Corn
- Rainbow Crunch™ Carrots
- Orange Cauliflower
- Purple Broccoli
- Select Blue Lake style green beans
- Avocados
- And more!

Information on all Colorful Harvest products is available at www.ColorfulHarvest.com .



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