

Recognizing Our Mission & Core Values In Action

Our Four Seasons Produce Sales & Retail Services Teams

“Exceptional Partnership”



“We achieved outstanding results from the January 2008 Sunkist Display Contest. Twenty-five stores participated in the contest, and fourteen had qualifying digital picture entries. Forty-one stores ran multiple Sunkist brand navel, cara cara, blood, minneola and Rio Star grapefruit ads. Eleven 3-hour demos were held at the various Karns stores in January by Culinary Institute of America trained "Seasonal Chef" Bill Scepanzky - one was broadcast live with Harrisburg-based WINK104. Over 24 days, FSPI case movement of Sunkist citrus to our independent retailers increased by 115% over 2007 sales. The Sunkist totes were a smash hit at several key retailers, and our customers are calling for more totes. This outstanding promotion generated tremendous retail sales and excitement... We want to give special thanks to Sunkist's Tony Greco for his help with the contest, and for providing point-of-sale materials. Thanks also to Scott Ross, Sunkist Category Manager, for organizing the retailer citrus training event. We consider Sunkist Growers to be an exceptional partner, and look forward to making future events even more successful!”



**Growing Ideas
Producing Excellence**

Ron Carkoski

Ron Carkoski, President & CEO

February 12, 2008

Date