

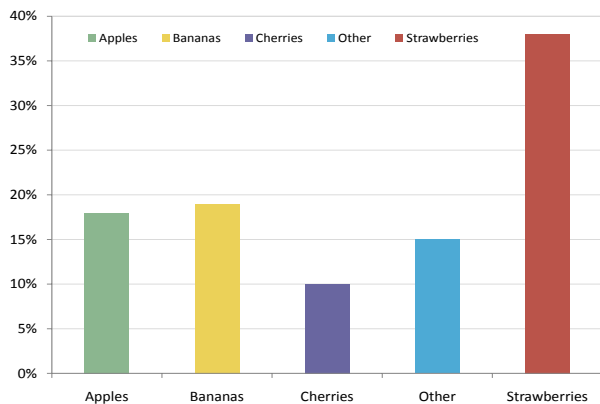


STRAWBERRIES ARE AMERICA'S FAVORITE FRUIT

The results of consumer research studies conducted by the USDA, Weekly Reader Research, plus independent researchers funded by the California Strawberry Commission agree, strawberries are the favorite fruit of adults and kids.

2007 Weekly Reader Research

National survey of 1,751 kids ages 5-18
Question: "What is your favorite fruit?"

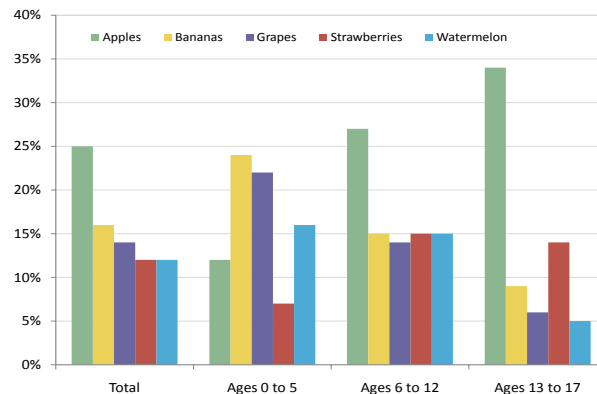


The California Strawberry Commission Funded Third-Party Research

In-depth, one-on-one in-home interviews and focus groups were conducted in Denver, Baltimore and Los Angeles to understand in-home behaviors and preferences. Further research of 986 people in a web-based survey found that strawberry consumption jumped from 36% in 2003 to 49% in 2006, a 13% gain in preference among people who reported weekly consumption.

The results conclude that strawberries are preferred by children older than the age of five.

- Sterling-Rice Group, 2006



To further validate the results of in-home interviews, focus groups and quantitative research, an additional national online survey was conducted. This cross representative sample included 1,201 adults 18 and older. The findings also showed that strawberries are America's favorite fruit.

Question: "Of the five best selling fruits, which is your personal favorite?"

- Ketchum West, 2007

