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Monterey County Vintners and Growers Foundation Partners with Fresh Express
*Monterey Agricultural Leaders Combine Talents to Make a Difference
in the Monterey Community*

(Monterey, CA)— The Monterey County Vintners and Growers Foundation, a non-profit organization representing over 85 vintners and growers in Monterey County, has announced a partnership with Fresh Express, the number one producer of fresh-cut salads, vegetables and fruits. As a premier fresh foods company headquartered in the Salinas Valley and Monterey-Central Coast region of California, Fresh Express will support a variety of the Foundation's initiatives geared toward furthering the awareness of, and access to, the region's growing base of knowledge and expertise as a premier producer of globally recognized wines.

Established in 2001, the Monterey County Vintners and Growers Foundation is a non-profit 501c(3) that manages an agriculture scholarship program, a community grant program to fellow non-profit organizations, workplace educational activities, and viticulture research initiatives.

“Viticulture research has grown increasingly important in Monterey County over the past several years, and MCVGF has been active in supporting The University of California's research efforts through the Cooperative Extension Program and the American Vineyard Foundation,” commented Rhonda Motil, Executive Director of the Monterey County Vintners and Growers Foundation. “The partnership with Fresh Express will allow us to continue to protect our region's valuable agriculture assets, incorporate innovations in growing techniques, and reduce or eradicate pests that have plagued wine regions in other areas.”

“We appreciate and value the abundance of the Salinas Valley,” said Fresh Express President Tanios Viviani. “Our heritage in this plentiful region traces all the way back to 1926 when our company’s predecessor, Bruce Church, first began to shape his vision to ensure that people from throughout the country – and world – could enjoy the rich bounty of the Salinas Valley and Monterey Peninsula. One of the aspects of MCVGF that attracted us to this partnership was the generous scholarship program that the group manages. We recognize the value of providing scholarships to graduating high school seniors who are the children of vineyard and winery employees, and who might otherwise not have an opportunity to attend college. We are proud to be affiliated with MCVGF and are pleased to partner with another agriculture leader to make a difference in Monterey County.”

The Monterey County Vintners & Growers Foundation (MCVGF) brings together the talents and resources of members, partners and our community in order to promote and support our leadership in the art, the science and the business of wine. Founded in 2001, MCVGF is a non-profit organization representing over 85 vintners and growers in Monterey County. To find out additional information about the members of MCVGF please call 831-375-9400 or visit online at www.montereywines.org

Fresh Express, a subsidiary of Chiquita Brands International, Inc. (NYSE: CQB), has been a leader in fresh foods for more than 80 years and is dedicated to providing consumers with healthy, convenient ready-to-eat spinach, salads, vegetables and fruits. With the invention of its special Keep Crisp® Bag beginning in the early 1980s, Fresh Express pioneered the retail packaged salad category and was the first to make them available nationwide. Over 20 million consumers enjoy Fresh Express salads, spinach and leafy greens every week. For more information, please visit www.freshexpress.com.

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**FOR MORE INFORMATION PLEASE CALL WAGSTAFF WORLDWIDE
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