



DOLE FRESH FRUIT

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Bananas are a good source of potassium. Research shows people with the highest dietary intake of potassium are less likely to have a stroke compared to those with the lowest intakes of potassium.

DOLE FRESH FRUIT

OVERVIEW

Dole is the world's largest producer of fresh fruit products. Dole's fresh fruit family features bananas, fresh pineapple, grapes and treefruit. This growing line of products also includes specialty and seasonal fruits and organic produce.

With product grown in more than 23 countries, Dole markets its high quality branded fresh fruit products to retailers and wholesalers in North America, Europe and Asia. In Europe and Asia, Dole also provides ripening and distribution services.

In addition, DOLE fresh fruit products are available in special food service packs ideal for schools, restaurants, hotels and institutional food providers.

*Upper right: Mix of DOLE fresh fruit products.
Below: DOLE Red Bananas have a smooth creamy texture.
Lower right: Banana plantation in Costa Rica.*



The Dole Colombia loads its refrigerated containers, filled with fruit, at the port of Castilla, Honduras.



DOLE FRESH FRUIT

BANANAS

As the world's leading marketer of bananas, Dole sells more than 127 million boxes of bananas annually.

DOLE Bananas are well known and recognized for consistently high quality. DOLE is the number one selling brand in North America and Japan, and the number two selling brand in Europe and Korea.

DOLE Bananas are grown in the rich soils and warm tropical climates of Latin America, primarily for the North American and European markets, and in the Philippines, for the Asian markets.

Upper right: Clusters of DOLE Bananas, ripe and ready to eat.

Below: DOLE Bananas are naturally fat free.

Lower right: Banana packing plants are centrally located in the plantations.
Center right: Each cluster of DOLE Bananas receives two stickers, which are applied by hand to prevent bruising.

Far right: From the ship, containers are moved into the port's yard and hooked to generators to maintain temperature control.





DOLE FRESH FRUIT

SPECIALTY BANANAS

Dole offers a line of specialty bananas that caters to today's diverse and increasingly adventurous consumer tastes. Plantains, Red Bananas and Baby Bananas offer new ways to enjoy a traditional favorite.

In Japan and Korea, Dole markets a premium banana under the DOLE Sweetio® label. Grown in the highlands and left to mature on the plant five to eight months longer than a conventional banana, this banana has a sweeter taste and a higher level of vitamin A – essential for healthy eyesight and a robust immune system.

ORGANICS

In 2001, Dole became the first major banana company in North America to offer organic bananas. This high-quality, certified organically grown banana has become a popular item at both specialty grocery stores and conventional markets that want to offer shoppers an organic choice.

Right: Quality assurance checks are performed on bananas throughout stages of growing and harvesting.

Below: DOLE Baby Bananas are a great snack idea for children.



These young banana plants will soon develop into mature, fruit-bearing crops.



DOLE FRESH FRUIT

FRESH PINEAPPLE

The roots of this Company are deep in the volcanic soil of Hawaii, where in 1901 James Dole first planted pineapple. Known as “the fruit of kings” and recognized as an international symbol of hospitality, pineapple has become one of America’s favorite fruits. Today, Dole sells more than 25 million boxes of pineapple annually. Dole’s popular super-sweet yellow pineapple is primarily marketed under the TROPICAL GOLD® label. Dole also offers the greener-shelled, more tangy-tasting variety of pineapple once considered the standard, which is primarily utilized in food service.

Dole grows and sources its fresh pineapples from Hawaii, Costa Rica, Ecuador, Guatemala, Honduras, the Philippines and Thailand.

Upper right & below: DOLE Tropical Gold super-sweet pineapple has become a consumer favorite.

Lower right: Pineapple is harvested with the use of a conveyor boom.

Center right: DOLE Pineapple are inspected, sized and graded before boxing.

Far right: Pineapple plantations in Costa Rica.





DOLE FRESH FRUIT

DECIDUOUS FRUIT

Dole markets a wide variety of grapes and treefruit from Chile, South Africa and the United States.

Dole is one of the largest exporters of Chilean fruit, including grapes, pears, peaches, apples, apricots, cherries, plums, avocados and nectarines. Due to its geographic location, Chile experiences summer as North America is settling into winter. This counter-seasonal harvest provides consumers with a year-round supply of fruit that was once referred to as “summer fruit”.

From South Africa, Dole offers grapes, apples and citrus. These products are primarily exported to Europe, with citrus and some grape varieties going to North America. In order to supply our North American customers with grapes year-round, Dole also sources several varieties from the central California region.

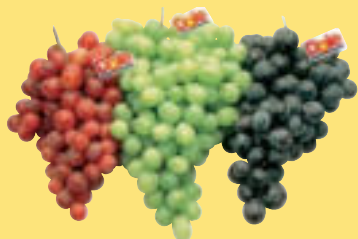
Upper right: Workers select the highest quality grapes at this Orange River Valley, South African packing plant.

Below: Dole markets a wide variety of grapes.

Lower right: Apples are a tasty, quick, nutritious treat.

Center right: In Santiago, Chile, apples move through Dole's state-of-the-art packing facility.

Far right: In Chile, grapes flourish in the rich soil and ideal climate.





DOLE FRESH FRUIT

SPECIALTY AND OTHER SEASONAL FRUIT

Dole's growing line of specialty and seasonal products includes cranberries, avocados, mangos, papayas, coconuts, chayote, malange and yuca roots, honeydew, and cantaloupe.

With the acquisition of Coastal Berry Company, LLC in 2004, Dole strengthened its existing strawberry offering. Dole is the third largest producer of strawberries in North America. In addition, Dole will also market raspberries and blackberries under the DOLE brand.

*Upper right: Delicious and nutritious California strawberries.
Below: Avocados are a source of heart-healthy monounsaturated fat.
Lower right: Both the coconut's meat and milk are considered delicacies.
Center right: Mangos are a good source of vitamin C.
Far right: DOLE Cranberries are a seasonal treat that brighten up holiday recipes.*





DOLE FRESH FRUIT

VALUE-ADDED FRUIT

To accommodate today's busy lifestyles, while still offering healthy choices, Dole expanded its U.S. line with the introduction of 15 DOLE Fresh-Cut Fruit selections. Using only the highest quality product with optimal sweetness levels and firmness, these family favorites are versatile, packed with nutrients, and delicious.

The clear plastic containers showcase the freshness of the pineapple, cantaloupe, watermelon, honeydew, and mixed fruit medleys.

Dole also offers cut-fruit products in Japan and Korea.

Upper right: Fresh-cut fruit is processed in a "clean room" at Dole's facility in Springfield, Ohio.

Below: DOLE Melon Mix and Honeydew fresh-cut products in bowls.

Lower right: Melons are naturally fat- and cholesterol-free.

Center right: Watermelon is high in vitamin C.

Far right: Cantaloupes are a sweet and aromatic treat.





DOLE FRESH FRUIT

BOX PLANTS

In order to maintain a reliable supply of quality boxes for its banana, pineapple, grape and treefruit operations, Dole owns and operates box plant facilities in Latin America and Asia. By creating its own packaging, Dole can also ensure that each box meets its high standards in structure and durability.

In addition to boxes, these facilities also produce other packaging materials, such as the plastic bags needed to package and ship fruit to Dole's customers. By producing these items in the same country in which the product is grown and packed, Dole guarantees a consistent, on-time supply of material and avoids added shipping and customs costs associated with creating materials in other countries.

These efficient facilities have also developed a lucrative business providing packaging materials to other companies.

Upper and lower right: Interior of the Dole box plant in San Fernando, Chile.

Below: Pears are a good source of fiber and vitamin C.





DOLE FRESH FRUIT

RIPENING AND DISTRIBUTION CENTERS

To serve Dole's customers' needs more fully, Dole has forward integrated its operations by offering banana ripening services and produce distribution capabilities to its customers through its ripening and distribution centers. This offering has been rolled out in Europe and Asia.

In Europe, Dole operates 44 Ripening and Distribution Centers. These operations handle both DOLE and non-DOLE branded fresh produce in nine European countries, predominantly in Western Europe.

In Asia, Dole distributes its products through a network of 23 Ripening and Distribution Centers, with two additional centers under construction. These facilities are located in Japan, South Korea, the Philippines, Hong Kong and China. The centers handle a full line of fresh fruit, fresh vegetables and value-added fresh-cut products.

*Left: Bananas are loaded into a ripening room in Helsingborg, Sweden.
Below: DOLE Baby Bananas are naturally cholesterol free.*



DOLE FRESH FRUIT

SHIPPING

Dole has the largest dedicated refrigerated containerized fleet in the world, with more than 11,500 refrigerated containers and 22 ships operating in more than 13 ports worldwide. This fleet includes two of the largest refrigerated container vessels in the world. Dole's ships were designed exclusively to carry temperature controlled, refrigerated containers filled with bananas, pineapples, melons and a variety of other tropical fruit cargo. Dole has continued to make significant investments in transportation with the goal of efficiently delivering the highest quality and freshest product to Dole customers.

To maximize capacity utilization, Dole, through its subsidiary Dole Ocean Cargo Express (DOCE), began offering shipping services to third parties, transporting apples, peaches, grapes, cotton, lubrication oil and various types of raw materials and dry cargo. DOCE has since grown with the industry and expanded its services to handle all types of cargo internationally.

Upper right: A gantry crane is used to load and unload Dole containers from the ship.
Below: DOLE pineapples and bananas are transported by ship to worldwide port destinations.
Lower right: A container filled with DOLE Bananas leaves the port facility.



The Dole California is docked at the Port of San Diego, with downtown San Diego and a beautiful blue sky as its backdrop.



DOLE FRESH FRUIT

SOIL REJUVENATION

Dole began replanting its existing banana fields in 1992 as part of a commitment to improving production yields and enabling sustainable agriculture.

Unlike conventional banana cultivation, which avoids replanting for as long as possible (even up to 25+ years), Dole's cultivation approach seeks not only to replace old plants with new plants, but to rejuvenate the soil through deep plowing to allow the young plant to grow taller, healthier and more productive. Dole's deep plowing reaches down as much as three feet, unlike most plowing techniques, which merely turn the topsoil half a foot.

The Company will continue to study the effects of deep plowing and other earth-friendly cultivation techniques, as well as analyze new banana varieties to bring its customers the most nutritious products available.

Right: Fields are prepped for planting.

