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**NEWS RELEASE**  
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## **DOLE EUROPE OFFERS RETAILERS NEW CSR OPPORTUNITIES TO GET INVOLVED IN THEIR SUPPLY CHAIN**

Fruit Logistica Trade Fair, Berlin, Germany – February 3, 2009

**In response to the increasing demand from retailers willing to contribute to the empowerment of the communities involved in fruit and vegetable production, Dole Europe is introducing a choice of new Corporate Social Responsibility (CSR) programs for them to support. In addition, Dole is introducing Planet Dole, a new innovative Internet-based tool, which has been designed to help retailers make their supply chains transparent to consumers, from the field to the point of sale.**

### **For retailers: a portfolio of CSR opportunities to help them demonstrate their commitment to CSR**

At Fruit Logistica, Dole Europe, a division of the Dole Food Company, Inc., is focusing on the Company's CSR activities, one of its core values. During the fair, Dole is presenting a selection of CSR programs, such as 'Chairs-for-Trees' in the Philippines, País Amazónico school in Ecuador, Dole's carbon neutral project in Costa Rica, or a partnership with the Thembaletu Trust in South Africa. (visit [www.dolecsr.com](http://www.dolecsr.com) for details).

Some of these programs have been developed with the support of key Dole customers in Europe. Given retailer's growing interest in getting involved in such engagements, Dole has developed a portfolio of potential projects to help them support the life of the communities in the areas where Dole operates. The projects are connected to social initiatives, environmental issues, or offsetting of greenhouse gas emissions.

### **For consumers and retailers: a unique open window on production farms**

In addition, Dole is presenting Planet Dole, an innovative tool, which makes the supply chain fully transparent to consumers. Planet Dole consists of a label with a code –the 'grower code'–, on the fruit inviting consumers to enter it on [www.planetdole.com](http://www.planetdole.com). By doing so, they are visiting the specific farm that has produced the banana just purchased. Using the latest satellite technology available on the Internet, they have the possibility to fly over the farm.

They may also view photos of the farm, get information on its workforce and production process (videos), as well as look at the plantation's environmental programs.

For the time being, Planet Dole is already available for all conventional bananas produced in Dole-owned farms in Costa Rica. It will be progressively extended to additional products and locations. The website also has a dedicated section for kids, providing them with more accessible materials.

Transparency has become essential for retailers and Planet Dole's approach will surely inspire other projects in the same direction.

Visit [www.planetdole.com](http://www.planetdole.com)

### **For Fruit Logistica: offsetting greenhouse gas emissions by planting trees**

Lastly during Fruit Logistica, Dole is helping its staff and customers to offset the greenhouse gas emissions resulting from their travel to the fair. Representatives from FONAFIFO (Fondo Nacional de Financiamiento Forestal), Costa Rica's National Forestry Financing Fund, an entity of the Ministry of Environment, are delivering a certificate to each Dole employee or Dole customer who will ask for it at the Dole booth. The sum of the emissions will be offset by FONAFIFO by planting trees in Costa Rica thanks to Dole's financial support.

### **Visit Dole at Fruit Logistica: Hall 6.2 – Stand A02**

#### **About Dole Food Company:**

Dole Food Company, Inc., with 2007 revenues of \$6.9 billion, is the world's largest producer and marketer of high-quality fresh fruit and fresh vegetables. Dole markets a growing line of packaged foods and frozen fruit and is a produce industry leader in nutrition education and research.

For more information on the company: [www.dolecsr.com](http://www.dolecsr.com) and [www.dole.eu](http://www.dole.eu)