



DOLE FRESH VEGETABLES

Overview	26
Commodity Vegetables	28
Value-Added Salads	30
Production Facilities	34



Baby spinach is a leading source of lutein – clinically proven to protect eyesight from the deterioration caused by aging.

DOLE FRESH VEGETABLES

OVERVIEW

Dole's Fresh Vegetables segment is divided into two groups: commodity vegetables and value-added products.

Dole sources high quality fresh vegetables from North America, Asia, Europe, Australia, New Zealand and Mexico. Dole's value-added fresh-cut products are produced and marketed primarily in North America, Asia and Europe.

In North America, Dole markets one of the leading brands of packaged salads. The Company's strong line of fresh commodity products ranks number one in iceberg lettuce, celery and cauliflower sales.

In Asia, Dole provides a wide variety of commodity vegetables to Japan, Korea, Hong Kong and the Philippines. In Japan, Dole's growing line of fresh-cut vegetables and salads are increasing in popularity.

In Europe, Dole markets 23 varieties of vegetables and an extensive line of fresh-cut products. With completion of the acquisition of Saba Trading AB, Sweden, Dole now wholly owns and operates one of the leading importers and distributors of fresh vegetables in Scandinavia.

Upper right: A salad is an ideal way to add a good mix of fresh vegetables to any meal.

Below: Cauliflower is a good source of folate.

Lower right: Celery is a good source of vitamin C.

Center right: A mix of colorful vegetables can add excitement, flavor and nutrients to a salad.

Far right: Lettuce fields in Yuma, Arizona.





DOLE FRESH VEGETABLES

COMMODITY VEGETABLES

Dole sources, harvests, cools, distributes and markets more than 30 different varieties of fresh vegetables in North America, Asia and Europe. These products are grown on both company-owned and contracted farms. Many of Dole's commodity vegetables are packed in the fields. This unique process reduces handling and increases the products' quality and consistency.

Primarily grown and sold in North America, Dole's vegetable products are also distributed in Asia and Europe.

Along with being number one in iceberg lettuce, celery and cauliflower, Dole also markets popular vegetables like red and green leaf lettuce, romaine lettuce, butter lettuce, broccoli, carrots, Brussels sprouts, green onions, asparagus, snow peas, squash, eggplant, tomatoes and artichokes.

*Upper right: Broccoli is high in vitamin C and folate.
Below: Iceberg is the most popular variety of lettuce.
Lower right: Carrots are high in Vitamin A.*



Romaine lettuce is hand trimmed in the Dole Soledad, California salad plant.



DOLE FRESH VEGETABLES

VALUE-ADDED SALADS

Dole produces and markets a growing line of salads that feature unique packaging with appetite appeal and a recognizable appearance. The salads sold in North America fall into three categories, each with a distinctive look and theme.

Fresh Discoveries includes 31 selections and features specialties like Baby Spinach, Baby Romaine, Butter Red Leaf, Caesar Salad kits, Classic Romaine, Hearts of Romaine and Field Greens.

Fresh Favorites includes 13 selections that are some of Dole's most popular products, including American Blend, Angel Hair and Classic Cole Slaw, Classic Iceberg, Greener Selection, Iceberg Butter Crunch, Just Lettuce, and Shredded Carrots, Lettuce and Red Cabbage.

Fresh Organics includes Dole's four certified, organically grown salads: Baby Lettuce, Baby Spinach, Hearts of Romaine and Spring Mix.

Upper right: DOLE Classic salad mix is prepared for bagging.

Below: DOLE Baby Romaine salad is a blend of young green and red romaine leaves.

Lower right: Romaine lettuce is high in vitamin A.



Adding chicken, mandarin oranges, cashews and rice noodles can turn a romaine mix into a delicious Chinese Chicken Salad.



DOLE FRESH VEGETABLES

In Japan, Dole offers a full line of nutritious salads and cut vegetables, both raw and cooked, available in bags and containers. Cut Lettuce, Cabbage Mixes, Coleslaw, Bean Salad and a wide variety of specialty mixes make up the bagged category. The containers, available in both large and small sizes, feature special mixes, as well as Tomato Salad, Onion Salad, Corn Salad and Caesar Salad. In the cooked vegetable category, Dole offers Spinach and Eringi Salad, Eggplant Salad, Potato Salad and a group of salads named for their Vitamin Support.

In Europe, DOLE fresh-cut vegetables and salads are marketed at retail and are also available in convenient food service packs. Varieties include Iceberg Frisee, Batavia, Romain, Spinach, Ruccola, Family, Garden and Radicchio. Fresh-cut vegetables include Carrots, Onions and a variety Wok Mix (stir fry vegetables).

Upper right: Boxes of DOLE fresh-cut salads are prepared for shipment out of the Helsingborg, Sweden plant.

Below: DOLE Family salad blend is a popular European product.

Lower right: DOLE Mexican salad blend comes complete with salad dressing and tortilla chips.



The SABA plant, located in Helsingborg, Sweden, sources some of its lettuce products from greenhouses.



DOLE FRESH VEGETABLES

PRODUCTION FACILITIES: NORTH AMERICA

Dole fresh vegetable processing facilities are equipped with state-of-the-art equipment and designed to meet or exceed USDA standards. In 1996, the Soledad, California facility was named “Plant of the Year” by *Food Engineering* magazine for superior design in safety, hygiene and efficiency. This facility is being honored in 2005 as “Plant of the Year” in the fruit and vegetable category by *Refrigerated & Frozen Foods* magazine for performance in worker safety, food safety, environmental, and process and packaging innovation. In 2001, the Springfield, Ohio facility received this same honor.

Each plant is strategically located to best source the highest quality product and to provide customers with quick delivery of the freshest product on the market.

Dole’s first vegetable processing facility opened in 1993, in Yuma, Arizona. This facility produced Dole’s first value-added, pre-cut salads and vegetables.

*Upper right: A worker field packs iceberg lettuce in Yuma, Arizona.
Below: DOLE Spring Mix salad with Herbs.
Lower right: Mobile packing units make field-packing of product possible.*



Aerial view of Dole's Springfield salad plant.



DOLE FRESH VEGETABLES

In 1994, Dole's second fresh-cut vegetable facility was opened in Soledad, California. Dole established this facility with a commitment to lead the industry in quality, health and safety standards.

In 1998, Dole opened its Springfield, Ohio plant, a year-round processing facility that provides Dole's Midwest- and Eastern-based customers with more than 50 fresh-cut products. In 2004, the facility was expanded to include fresh-cut fruit.

EUROPE

In 2001, Dole began producing and shipping bagged salads from the Saba Trading plant, in Helsingborg, Sweden. This state-of-the-art plant was designed and developed in cooperation with Dole's North American vegetable group.

Upper right: Workers trim iceberg lettuce before it is processed in the Dole Soledad, California salad plant.

Below: Baby spinach is an excellent source of vitamin A.

Lower right: Exterior of Dole Soledad, California salad plant.

