



January 12, 2012

Dear Valued Customer,

You may have heard recent news stories raising questions about the quality of Brazilian orange juice. You can rest assured knowing that all of our Tropicana and Dole juice brands are safe.

As one of the world's most trusted consumer brands, we have a food safety system designed to ensure the safety of our products. We take this matter seriously, support the FDA's approach to ensure the safety of the orange juice supply and will follow the agency's guidance.

The industry issue impacting all U.S. producers who use Brazilian orange juice in their products is the result of orange growers in Brazil who used a fungicide on their 2011 crop. This fungicide is permitted in many other countries, including Canada and the European Union, but not in the U.S. Trace amounts of this fungicide were found in some samples of orange juice, resulting in the FDA's action.

In a letter to the Juice Products Association, the Food and Drug Administration has said there are no safety concerns with the Brazilian orange juice at the levels detected.

For Tropicana Pure Premium (not-from-concentrate juice), we made an unrelated decision some months ago to transition to 100 percent Florida orange juice. This transition is underway and will be completed by the end of the month. As the largest buyer of Florida oranges, this is a minor supply change for our Tropicana Pure Premium product.

We will continue to provide our customers and your consumers with a reliable supply of high-quality, great-tasting orange juice. We are dedicated to partnering with you to grow your juice business and provide you with the juice and juice products that consumers love, expect and deserve.

As always, please don't hesitate to reach out to your account manager with any questions or concerns. You are a valued customer and we will do our best to keep you informed.