



News Release

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CHIQUITA WINS EXCELLENCE AWARD FOR SUSTAINABILITY IN GLOBAL LOGISTICS

CINCINNATI – May 28, 2009 – The Distribution Business Management Association (DBMA), composed of the top 50 global supply chain companies, granted Chiquita Brands International the 2009 Circle of Excellence Award, the Association's highest recognition for environmental protection and Corporate Social Responsibility (CSR) initiatives. The award was announced to the entire DBMA membership during the association's annual meeting on May 13, 2009.

The criteria for the Circle of Excellence Award were developed by Dr. Omar Keith Helferich, Ph.D., Central Michigan University, based on research accomplished through Michigan State University and Central Michigan University with assistance from other leading universities involved with supply chain management.

"Chiquita demonstrated sustainability leadership through certification by multiple independent, globally-recognized organizations like Rainforest Alliance, in both environmental and social standards and with the Chiquita Nature & Community Project," said Dr. Helferich. "These accomplishments are testimony to its corporate commitment to sustainability because, in addition to performance benefits, Chiquita believes it is the right thing to do."

DBMA presents this award to the one company each year that demonstrates the highest standards of quality and technology in supply chain logistics. The award recipient is selected by an international panel of judges representing top universities and industry trade associations in the U.S.

"After a multi-month review of many award-worthy companies, Chiquita stood out because of its ongoing green transportation initiatives that focus on reducing carbon emissions in transportation throughout North America" according to Amy Thorn, executive director, DBMA. "Overall Chiquita was chosen as the 2009 Circle of Excellence Award winner because of its dedication to CSR activities and innovative work with MIT to measure the carbon footprint in Chiquita's global supply chain."

“At Chiquita, our challenge was to incorporate as much depth as possible for the measurement of the overall banana carbon footprint in order to highlight the main areas of opportunity in our supply chain,” said Deverl Maserang, vice-president, product supply at Chiquita Fresh North America.

Manuel Rodriguez, senior vice president and corporate responsibility officer at Chiquita, received the award and shared highlights of the company’s CSR programs.

“It was my pleasure to accept this award on behalf of the Chiquita global organization,” said Rodriguez. “Our focus on practical accomplishments in sustainability over the past 10 years has helped transform the company into a CSR leader. We’re excited about the future as we collaborate with top organizations and universities on the challenges ahead in sustaining our natural resources and caring for our environment.”

The judges evaluated Circle of Excellence award candidates based on established criteria including supply chain environmental and disaster continuity preparedness, performance metrics on improved product or process quality, and overall cost efficiency. The award criteria also focused on environmental programs related to waste reduction and efficient use of packaging materials.

Past award recipients include Kraft Foods, Staples Inc., Sears & Roebuck, UPS, Mercedes Benz, Coors Brewing Co. and other major companies in consumer goods and business-to-business categories.

About Chiquita Brands International, Inc.

Chiquita Brands International, Inc. is a leading international marketer and distributor of high-quality fresh and value-added food products – from energy-rich bananas and other fruits to nutritious blends of convenient green salads. The company markets its healthy, fresh products under the Chiquita® and Fresh Express® premium brands and other related trademarks. With annual revenues of nearly \$4 billion, Chiquita employs approximately 23,000 people and has operations in more than 80 countries worldwide. For more information, please visit www.chiquita.com.

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