

Chiquita, the initiatives for MyPlate programme Chiquita, le iniziative per il programma MyPlate

Chiquita, as strategic partner of the USDA Nutrition Communicators Network, has started a rich calendar of initiatives for MyPlate programme, the informative campaign carried out by the USDA and the American Department of Agriculture, by means of the First Lady Michelle Obama, in order to promote healthy and balanced diets.

The first stage: the celebration of Make Half Your Plate Fruits and Vegetables Day, which took place the 20th of September last, at the Company's headquarters in Cincinnati. From that day to almost all October, Chiquita promoted several initiatives, within this matter, turned to consumers and employees.

«We are glad to support MyPlate programme and to help consumers and our employees to understand how to include fresh and healthy foodstuff in their own diets, in a very quick and easy way» pointed out Fernando Aguirre, the president and CEO at Chiquita Brands.



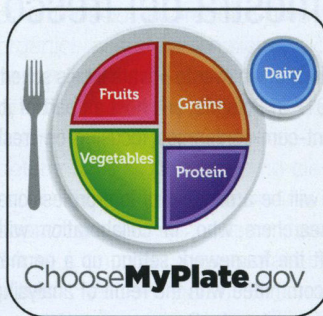
Chiquita is among the firsts food companies to join this programme, thanks to which the guide lines carried out by the Department of Agriculture, in order to have a widespread food education based on healthier principles, have been promulgated everywhere.

For further information:

www.myplate.gov.

(English version by Ilaria Nanni)

Chiquita, in quanto partner strategico dell'Usda Nutrition Communicators Network, ha inaugurato un ricco calendario di iniziative a favore del programma MyPlate, la campagna informativa voluta e sviluppata dall'Usda, il Dipartimento americano dell'Agricoltura, con la first lady Michelle Obama per promuovere stili alimentari più sani ed equilibrati.



Prima tappa: la celebrazione del Make Half Your Plate Fruits and Vegetables Day, che si è tenuta lo scorso 20 settembre presso la sede dell'azienda a Cincinnati. Da quel giorno e per buona parte del mese di ottobre, Chiquita si è fatta

promotrice di varie iniziative in quest'ambito rivolte a consumatori e dipendenti.

«Siamo lieti di sostenere il programma MyPlate e aiutare consumatori e dipendenti a capire come includere cibi freschi e salutari nella propria dieta in modo semplice e veloce» ha sottolineato Fernando Aguirre, presidente e ceo di Chiquita Brands.

Chiquita è tra le prime aziende alimentari ad aderire a questo programma grazie al quale si è impegnata a diffondere le Linee guida sviluppate dal Dipartimento dell'Agricoltura per diffondere una cultura del cibo basata su principi più salutari.

Per informazioni: www.myplate.gov.

CM, the widest range of elevator CM, la più ampia gamma di elevatori

Nowadays, CM supplies the widest range of elevators able to reach lifting heights from 1600 to 6000 mm and with a loading power from 500 to 4500 kg. The company also has a widest range of interchangeable equip-



ment, upsetting outfit and buckets: they are all planned and built in order to meet the specific technical needs required by every single customer, by keeping an excellent relationship between quality and price.

The quality, together with reliability and versatility of use, are successful elements of CM. The use of the best materials, the technically updated production systems, the care by

which the different components are assembled and the attention paid to every processing step, from assemblage to the final test, it's a guarantee of first-rate, efficient and standing wear and tear products. All that in the sign of research and innovation, which are always present in CM's DNA, and which will characterize its production also in the future.

These products arise from a constant cooperation with customers and they have been optimized in years, according to

CM proposes a wide range of upsetting outfits for containers to apply to truck elevators.

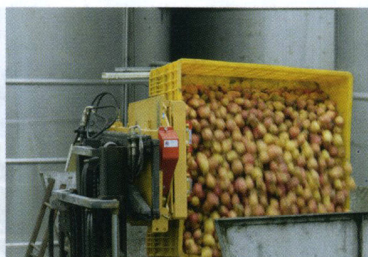
CM propone un'ampia gamma di rovesciatori per contenitori da applicare ai carrelli elevatori.

work-time need and improvement. Applications and innovations suggested, required and tested "on the field", by people who need high standard and efficient elevators together with an incomparable simplicity of use. Easiness and a variety of use that surprise the customer during his/her daily work.

From this relationship with customers and by the launching on the market of plastic containers for agricultural products (bins), a wide range of upsetting outfit for containers to apply to truck elevators was born. Extraordinary products as for efficiency, power and adaptability. Rich in CM's exclusive patent, these are the buttonhole of the company. This is the key to CM success: attention to customers and willingness to find a solution to every single need. ■

(English version by Ilaria Nanni)

Oggi CM offre un'ampia gamma di elevatori capaci di altezze di sollevamento da 1600 a 6000 mm e capacità di carico da 500 a 4500 kg, di attrezzature intercambiabili, rovesciatori e benne: progettati e costruiti



Quality, together with reliability and versatility of use are the successful elements of CM.

La qualità, unita alla affidabilità e versatilità di utilizzo, sono gli elementi di successo di CM.

anche in base alle esigenze e alle specifiche tecniche fornite dal singolo cliente mantenendo un ottimo rapporto qualità-prezzo.

La qualità, unita alla affidabilità e versatilità di utilizzo, sono gli elementi di successo di CM. L'impiego dei migliori materiali, i sistemi di produzione tecnologicamente avanzati, la cura con cui sono assemblati i vari componenti e l'attenzione con cui viene seguito ogni passaggio della lavorazione, dall'assemblaggio al collaudo finale, garantiscono prodotti di elevata qualità, efficienti e resistenti all'usura. Tutto nel segno

della ricerca e dell'innovazione, che da sempre sono presenti nel DNA di CM, e che anche nel futuro caratterizzeranno la sua produzione.

Prodotti che hanno origine da una costante collaborazione con i clienti e ottimizzati, nel corso degli anni, in funzione delle necessità e del miglioramento dei tempi di lavoro. Applicazioni e innovazioni suggerite, richieste e collaudate "sul campo", da chi ha bisogno di elevatori a elevato standard di efficienza e produttività legati a un'impareggiabile semplicità di utilizzo. Una facilità e una molteplicità d'impiego che sorprende il cliente nella sua quotidiana attività lavorativa.

Da questo rapporto con i clienti e con l'arrivo sul mercato dei grandi contenitori in plastica per prodotti agricoli (bins) è nata un'ampia gamma di rovesciatori per contenitori da applicare ai carrelli elevatori. Prodotti straordinari per efficienza, potenza e duttilità. Ricchi di brevetti esclusivi CM, sono il fiore all'occhiello dell'azienda. Questa è la chiave del successo di CM: attenzione al cliente e disponibilità alle soluzioni di qualsiasi esigenza. ■

Vog, the season had a good start Vog, la stagione è partita bene

Some days before the beginning of apple crop, the director of Vog Consortium, Gerhard Dichgans, revealed some forecasts on the trend of the sales campaign 2011/12 carried out by the organization from Terzano, and he traced a balance of last trading season and of the first year of life of the new Vog 2010 strategy.

What do you expect from the beginning of this new sales campaign?

If numbers presented at Prognosfruit are correct, the European apple crop should reach 10.2 million tons. Even if we do not have to trust it too much, because, at the beginning, the situation was different from that in 2010 autumn. In East Europe areas of production, as well as in Alto Adige, we talk about a good or even a very good crop. On the contrary, in Central and South-East Europe some frosts compromised apple production, which will be poorer than the previous years and to provide to the

domestic demand, these Countries will be forced to import apples from abroad.

Which are the reasons for a richer crop in 2011?

Undoubtedly, the first cause was the early flowering of trees, which budded two weeks before the usual time, this year, thanks to a mild spring. Furthermore, the areas of production in West Europe did not suffer of frosts that afflicted Central and East Europe areas, instead.

By the way, the most important reason for the rise in produced amounts is bound to the size of fruits. In 2010, apples presented small calibres and – as far as we were concerned – we had some troubles in meeting our customers' demands, especially in Italy and in Spain, who particularly appreciate bigger fruits, with 80+ calibres. This season, we expect to have apples with normal size: they will not have the size they had in 2009, or the small cal-

ibres they had in 2010. We have to remember that the size of fruits is a decisive variable in our work: a change of just one millimetre on an average size of apple can determine fluctuations by 4% on the crop. This may be the reason why we have a richer crop in Central Europe.

2010/11 balance: positive or negative?

Last season was rather positive and it seemed almost too easy, from a trading point of view. The main reason was bound to the lack in product on the most important European markets, ascribable to a poor crop in 2010. As a matter of fact, last season, the continental production was among the poorest in the last ten years, attesting on 9.4 million tons.

In particular, Germany – our chief market of reference abroad – registered a scanty crop. Such a situation favoured our sales either on that market or in the rest of North ad East Europe, where we had a series of