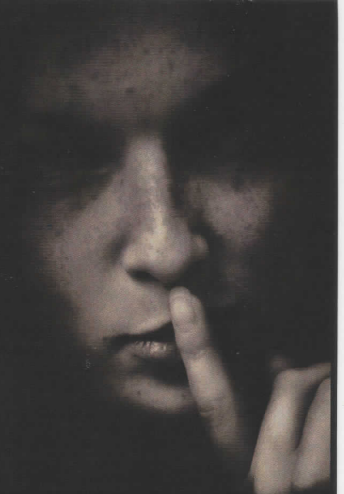


IF YOU AREN'T BUYING CALIFORNIA PRUNES, ARE YOU PUTTING YOUR REPUTATION AT RISK?



5 QUESTIONS THE OTHER GUYS DON'T WANT YOU TO ASK

1 DOES THE COUNTRY OF ORIGIN AFFECT THE QUALITY OF MY PRUNES?

Yes, the production process varies significantly by country. Some leave a lot to chance; others are more disciplined.

Wilbur Packing Company exclusively uses prunes grown in California, and we're vertically integrated, giving us unparalleled traceability. Because of our vertical integration, we control the production process from the moment a ripe prune leaves the tree to the moment it's carefully packaged. Our stringent process ensures you're getting top-quality prunes.

2 WHAT IS MY VENDOR'S PROCESS FOR HARVESTING PRUNES?

Our California prunes *never* touch the ground during harvesting. They're picked mechanically, washed in spring water and immediately processed. This controlled process helps ensure consistent quality from prune to prune. It also protects the prune from exposure to birds, insects, mold rot, or worse... and that minimizes your exposure for claims. In contrast, many South American suppliers harvest their prunes *after* the prunes have fallen to the ground.

3 WHAT IS MY VENDOR'S DRYING PROCESS?

Wilbur prunes go through a controlled dehydration process the same day they're harvested, so their skins are soft and tender, and their taste is consistently sweet — a delicacy for consumers. In addition to tasting great, California prunes are properly "tunnel dried" for 18 hours at approximately 180 degrees using natural gas or NPG. This gas leaves no residual taste and is friendlier to the environment.

Many of the prunes from South America are sun dried on the ground. This sun drying process leaves prunes susceptible to rain, insects, birds and rodents, as well as molding and tougher skins. Many times, these suppliers who claim to tunnel dry actually sun dry their prunes first — and then only partially tunnel dry them. Typically, they use wood or diesel to fuel their dehydrators.

4 WHAT SHOULD I LOOK FOR ON PRUNE PACKAGING?

If you see "California" prominently displayed on your packaging, you can rest assured that your prunes are of the highest quality and have been treated with care from tree to package. If the origin of your prunes is hidden or missing, or if you see multiple origins listed, your prunes have probably not gone through the stringent production process of California prunes. You may be sacrificing quality and peace of mind.

5 WHAT IS MY VENDOR'S TRACK RECORD FOR MEETING PRODUCTION DATES?

Your customers are counting on you to get your prunes to market on time and in top quality. With Wilbur Packing Company, you don't have to worry about missed production dates, or worse, getting bumped from our production list.

We're a family-owned business that's been around since 1869. You can count on us to make you look good, and if any unforeseen issues come up, we'll be quick to respond and make it right. You don't have to waste your time in layers of bureaucracy trying to enforce your contract.

You are always our top priority.

CHEAP HAS ITS PRICE. TRUST WILBUR PRUNES.

For the peace of mind that comes with prunes grown exclusively in California, trust Wilbur Packing Company — *the California Prune Packer*. Contact us at (530) 671-4911 or sales@wilburpacking.com.

