C.H. Robinson Creates New Fresh Brand

Eden Praire, Minn. — In an effort to raise visibility for their expertise in fresh produce, C.H. Robinson has created a new global business brand named Robinson Fresh® that speaks to the company's focus on fresh products [1] and offers a clear identity within the produce industry.

Throughout its history, C.H. Robinson has been firmly rooted in the fresh produce industry. Originally founded as a wholesale produce brokerage house in 1905, C.H. Robinson has evolved through innovative product marketing strategies, grower development, strategic acquisitions, exclusive nationally recognized brands, and proprietary seed development to become one of the largest produce companies [2] in the world.

The launch of Robinson Fresh® unifies the C.H. Robinson, FoodSource, Rosemont Farms, and Timco Worldwide entities under one global business brand. Combined, Robinson Fresh® is a market share leader in key consumer driven categories such as asparagus, corn, dry vegetables, greens, melons, and tropicals.

"Robinson Fresh reflects our progress over the past 100 years as a high quality fresh product supplier and provides our customers, growers, and employees with an identity closely aligned to fresh food," said Jim Lemke, senior vice president at C.H. Robinson. "The launch of the Robinson Fresh brand signifies our ability to adapt to the marketplace, raise our visibility, and market our products while still leveraging all of the services provided by C.H. Robinson."

By combining a global network of growers [3] spanning across 36 countries with a broad portfolio of product offerings that includes exclusive licensed, proprietary, and private label brands, Robinson Fresh® continues to meet the demands of the fresh product market that is growing in terms of size and complexity.

Robinson Fresh® is the exclusive marketer of respected consumer brands [4] such as Mott's®, Welch's®, Tropicana®, Green Giant® Fresh, and Glory Foods®. In addition, Robinson Fresh® offers Melon Up!®, Rosemont Farms®, Happy Chameleon®, and Tomorrow's® Organics proprietary brands to ensure quality, increase efficiency, and offer variety to give retail consumers the fresh options they demand.

"Robinson Fresh will connect our customer's needs and desires with the collective expertise of an organization that, for over a century, has developed unique products by utilizing talent, processes, and technologies that can improve business outcomes [5] in unexpected ways," said Lemke. "The service, value, quality, and innovation

customers have come to expect from all our businesses will continue to grow through Robinson Fresh."

To complement the new branding, Robinson Fresh® launched a new website, www.robinsonfresh.com [6], which contains downloadable content consisting of consumer trends, category insights, and market data. As well, Robinson Fresh will support a LinkedIn page and Twitter feed to promote company messages, news, and videos in order to provide followers with updated relevant content.

Robinson Fresh got its start in the produce industry over 100 years ago, providing fresh fruits and vegetables to the settlers of North America. Today, Robinson Fresh is one of the largest produce companies in the world and offers the highest quality products. Robinson Fresh packs in many well-known private label and consumer brands well as a full line of conventional and organic produce through a worldwide network of regional and local growers. For more information about Robinson Fresh, visit http://www.robinsonfresh.com *[7].*

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