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Company Overview

Grower, trader, exporter, and distributor of fruit and vegetables based on human beings through conscious and responsible consumption, sustainable development, fair trade, organic farming, and biodynamic nutrition

Business description

- Interrupción* was founded in 2001 in Argentina and in the United States by Diego Gonzalez Carvajal (President & CEO), Rafael Goldberg (CEO North America), and Leandro Martelletti (Director)
- The company produces, exports, sales and distributes directly to retailers fruit and vegetables based on human beings through conscious and responsible consumption, sustainable development, fair trade, organic farming, and biodynamic nutrition
- Interrupción* farms its own lands and partner with local growers in Argentina, Chile, Peru, Costa Rica, Mexico, the United States, and Europe
- The company seeks to partner with small and mediumsized producers and cooperative groups, helping them enhance each stage of the organic production process as well as certifications and audits
- Interrupción* employs ≈320 employees and generated ≈US\$ 33 mm in revenues in 2016







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Interrupción^{*} works directly with producers throughout Latin America and the United States to grow with the highest levels of food-safety and elevated social and environmental processes verified by trusted third parties

• New agriculture in the Americas

Innovation

Differentiation

- Focus on social and environmental impact
- Invest in workers and human capital
- Engage holistic organic processes
- Employ fair terms and trading practices
- Invest in capacity and elevated certifications
- Research and development in biodynamic practices that improve nutrition and taste
- Maintain the highest social and environmental standards in the industry
- Create products with purpose and positive impact
- Communicate human values and inspire with true stories

Knowledge creation and transfer

- Interrupcion* operates model farms and distribution hubs in Argentina, Chile, Peru and California where it conducts research and development and implement practices that enhance the taste, nutritional quality, and social and environmental impact of its products
- The Company then apply the best practices to associated farming operations

ASSOCIATED FARMER SERVICES

- Financing
- Agricultural techniques capacity building
- Quality assurance
- Organic farming and fair trade labor technical support
- Biodynamic preparations (bio-fertilizers)
- Farming costs savings through inputs sharing
- Supply chain logistics management and direct export
- Fair trade premium management for positive impact in education, health, and housing for rural communities involved

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Trademark

TASTE ME*: Enjoy the flavors of fresh, nutritious produce grown the way mother nature intended. DO GOOD*: Make a difference in the lives of families, communities, and our environment

Tell stories through diverse channels

TASTE ME*: Enjoy the flavors of fresh, nutritious produce grown the way mother nature intended

• Hand-selected fruits and vegetables come to you directly from family farms and cooperatives throughout South America, Central America, and the United States

DO GOOD*: Make a difference in the lives of families, communities, and our environment

- Guarantee fair wages and safe, dignified working conditions for farm workers
- Minimize or eliminate the use of harmful chemicals
- Safeguard land and water resources for future harvests and future generations
- Create positive community impacts: every Taste Me, Do Good™ product sold generates a social premium that goes directly back to communities to invest in much needed health, education, and other urgent community projects

Internet / Viral

Interrupcion* can support marketing efforts on Facebook, Instagram, Twitter, YouTube, and other social media and online platforms to interact with and engage grocery shoppers

In-store signage

Interrupcion* provides store signage and can customize displays / signs to complement existing initiatives and highlight certain parts of the Taste Me, Do Good™ story

Product Packaging

Taste Me, Do Good[™] product packages work to tell the story. Every item comes with information designed to get the attention of shoppers and educate them during and after the time of purchase

Print Ad Content

Interrupcion* provides producer stories, community project information, social & environmental facts and impact stories creating a special opportunities for weekly print ads Loste me, do goo

Organic

2017 interrupcion* Taste Me Do Good* Seasonality Chart

PRODUCT	VALUES	соо	PACK SIZE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC
Artichokes	Fair Trade Organic	Watsonville, Salinas, CA	12ct / 48ct							•	•	•	•	•	
Leeks	Fair Trade Organic	Watsonville, Salinas, CA	12ct					•					•		
Romaine Lettuce	Fair Trade Organic	Watsonville, Salinas, CA	24ct					•	•	•	•	•	•		
Cabbage, Green, Red	Fair Trade Organic	Watsonville, Salinas, CA	45#												
Cabbage, Napa	Fair Trade Organic	Watsonville, Salinas, CA	35#						•	•	•	•	•	•	
Celery	Fair Trade Organic	Watsonville, Salinas, CA	24ct / 30ct												
Cilantro	Fair Trade Organic	Watsonville, Salinas, CA	30ct				•	•	•	•	•	•	•	•	
Chard, Rainbow Red, Green	Fair Trade Organic	Watsonville, Salinas, CA	24ct					•	•	•	•	•	•	•	•
Fennel	Fair Trade Organic	Watsonville, Salinas, CA	12ct							•		•	•		•
Parsley, Italian, Curly	Fair Trade Organic	Watsonville, Salinas, CA	30ct				•	•					•		•
Collard Greens	Fair Trade Organic	Watsonville, Salinas, CA	24ct				•	•	•	•	•	•	•	•	
Bok Choy	Fair Trade Organic	Watsonville, Salinas, CA	35#					•					•		
Kale: Lacinato, Green Curly, Red Bor	Fair Trade Organic	Watsonville, Salinas, CA, North carolina	24ct												
Butternut Squash,	Fair Trade Organic	Watsonville, Salinas, CA	35#	1											
Beets, Red, Gold	Fair Trade Organic	Watsonville, Salinas, CA	12ct / 24ct					•	•	•	•	•	•	•	•
Turnips	Fair Trade Organic	Watsonville, Salinas, CA	25#							•		•	•		•
Carrots, Rainbow, Orange	Fair Trade Organic	Watsonville, Salinas, CA	25#						•		•	•	•		
Sprouts, Brussel	Fair Trade Organic	Watsonville, Salinas, CA	10#										•		
Sugar Snap Peas	Fair Trade Organic	Watsonville, Salinas, CA	10#		•	•	•	•	•	•	•	•	•	•	•
Jalapeno Peppers	Fair Trade Organic	Watsonville, Salinas, CA	10#										•		
Italian Green Zucchini Summer Squash	Fair Trade Organic	Watsonville, Salinas, CA	22#			•	•	•	•	•	•	•	•		
Yellow Straightneck Summer Squash	Fair Trade Organic	Watsonville, Salinas, CA	22#						•	•	•	•	•		
Cucumbers	Fair Trade Organic	Watsonville, Salinas, CA	30ct / 36ct / 42ct						•	•	•	•	•		
Parsnips	Fair Trade Organic	Watsonville, Salinas, CA	25#												
Cauliflower	Fair Trade Organic	Watsonville, Salinas, CA	9ct / 16ct										•		•
Ginger	Fair Trade Organic	Peru		•	•	•	•						•		•
Asparagus	Fair Trade Organic	Peru		•	•	•	•	•	•	•		•	•	•	•
Potatoes	Fair Trade Organic	North Carolina			•		•	•					•		•
Sweet Potatoes	Fair Trade Organic	North Carolina		•	•	•	•	•	•	•		•	•	•	•
Onions	Fair Trade Organic	North Carolina		•	•	•	•	•	٠	•	•	•	•	•	•

Good Volume **Promotional Volume**



2017 interrupcion* Taste Me Do Good* Seasonality Chart

PRODUCT	VALUES	соо	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC
Blueberry	FTO & Conventional	Argentina, Chile, USA & Peru	٠	•	•	•	•	•	•	•	•	•	•	
Strawberry	Organic	Mexico & USA	•	•	•	•	•	•	٠	٠	•	•	•	•
Banana	Fair Trade Organic	Peru & Ecuador	٠	•	•	•	•	•	•	•	•	•	•	•
Mango	Fair Trade Organic	Mexico & Peru	٠	٠		٠	٠	٠	٠					
Apple: Royal Gala, Red Delicious, Cripps Pink Granny Smith	Fair Trade Organic Biodynamic	Argentina & Chile				٠	•	٠	•	•				
Avocado	Organic	Mexico	٠	٠		٠	•			•	•	•	٠	•
Plum	Fair Tarde Organic	Argentina	٠	•	•	•								
Pineapple	Fair Trade Organic	Costa Rica	٠	•	•	٠	•	•	•	•	٠	•	•	•
Lime	Fair Trade Organic	Colombia	٠	•	•	•	•	•	•	٠		•	٠	
Blackberry	Fair Trade Organic	California						•	•	•				
Pear: Williams, D'Anjou Red Bartlett, Packham Triumph, Abate Fetel	Fair Trade Organic Biodynamic	Argentina	:	•						•				. :



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Taste Me, Do Good* Apples

APPLES	VALUES	соо	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC
Royal Gala	Organic, Fair trade, Biodynamic				*	*	*							
Red Delicious					*	*	*	*	*	*	*			
Cripps Pink		Chile				*	*	*	*	*	*	1		
Granny Smith						*	*	*	*	*	*			

PACKAGING

Cardboard Box 40LB//18KG 60s - 100s 12X3LB & 18X2LB Bags 56 cases / pallet



Taste Me*

The best tasting fruits come from farming naturally. Delicious and crunchy, apples are great antioxidants which work as strong disease-fighting compounds, and their nutrients help to detoxify the body, hence the old saying, "an apple a day keeps the doctor away". Apples also have B-complex vitamins such as riboflavin, thiamin, and pyridoxine, which help the metabolism. Enjoy!

Do Good*

Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in the Rio Negro Valley of Argentina benefit from growing these apples and through fair trading practices have extra funds to invest in the health of their schools, local medical clinics, and other community projects and priorities.

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Taste Me, Do Good* Bananas

VALUES

Organic

Fair Trade

COO

Perú



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BANANAS

Cavendish

PACKAGING

Banded Bagged

Naked with PLU

48 cases/pallet

Taste Me

The best tasting fruits come from farming naturally. Bananas are a great source of potassium, a mineral that is essential for heart health and blood pressure control. Also bananas are a good fiber source, one medium-sized banana contains about 3 grams of fiber.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

* * * * * * * * * * * *

Do good



Cardboard Box 40LB//18KG

Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in Peru benefit from growing these bananas, and through fair trading practices have extra funds to invest in the health of their schools, local medical clinics, and other community projects.

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VALUES

Fair Trade Conventional &

Fair Trade Organic availability

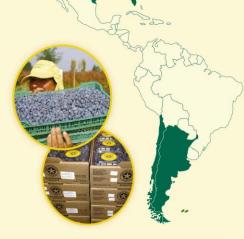
Organic

COO

Argentina

& Chile Florida, North

Carolina, California, Oregon



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BLUEBERRIES

Blueberries

Blueberries

PACKAGING

Clamshell

12 x 4.4 oz 12 x 6 oz 12 x 11 oz

8 x 18 oz

Taste Me

The best tasting fruits come from farming naturally. Blueberries are among the most nutrient dense berries. A 1 cup serving (148 grams) of blueberries contains: Fiber: 4 grams, Vitamin C: 24% of the RDA, Vitamin K: 36% of the RDA and Manganese: 25% of the RDA. Also blueberries are believed to contain powerful antioxidants that help protect cells against free radical damage, unstable molecules that can damage cellular structures and contribute to aging and diseases like cancer.

Do good

Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers benefit from growing these blueberries, and through fair trading practices have extra funds to invest in the health of their schools, local medical clinics, and other community projects and priorities.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

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Taste Me, Do Good* Kiwi

ĸıwıs	VALUES	coo	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC
		6	10.00							1	÷	1	÷.	100
Hayward		1	1	5	1 1		9 3			1	t - 1	1	÷	S.
	Enir Trdo	Chile	1. 1		1 8		1.1	ا سالت ا	ا مل	ملد ا	i - 1	1	î -	22
	Fair Trde Organic	Cime	1		0. 3		1			1 7	1	1	1	1
	Organic	1	1.	1	1 A		1			1	1	1	1	5
	1	1	1	1						1	1	1	1	1 C

PACKAGING Cardoboard box 20 kg 1lb bags 80 cases / pallet

Taste Me

The best tasting fruits come from farming naturally. Organic kiwis per 100 grams contain 154 percent of Vitamin C, which is almost twice that of lemons and oranges. It is also very good for digestion due to an enzyme known as actinidain which has protein dissolving properties

Do good



Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in Chile benefit from growing these kiwis and through fair trading practices have extra funds to invest in the health of their schools, local medical clinics, and other community projects and priorities.

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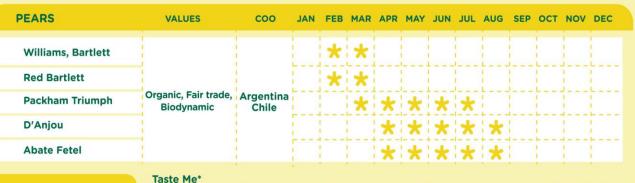




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Taste Me, Do Good* Pears



and when there is, the pear is ready to eat!

Taste Me* The best tasting fruits come from farming naturally. Pears are a great source of vitamin C, rich

PACKAGING Cardboard Box 40LB//18KG 60s - 100s 12X3LB & 18X2LB Bags 64 cases / pallet



Do Good* Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in the Rio Negro Valley of Argentina benefit from growing these pears, and through fair trading practices have extra funds to invest in the health of their schools, local medical clinics, and other community projects and priorities.

in important antioxidants, flavonoids and dietary fiber. Leave firm pears out at room

temperature so they can ripen, apply a bit of pressure near the stem to see if there's some give,

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Taste Me, DoGood* Strawberries

STRAWBERRIES	VALUES	соо	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC
Monterey	Organic	USA California			*	*	*	*	*	*	*	*	*	

Taste Me

PACKAGING Clamshell 8x1LB 4X2LB 108 cases/ pallet

The best tasting fruits come from farming naturally. Strawberries are among the most popular berries and an excellent source of vitamin C and manganese. This fruit contains good amounts of vitamin B-6, niacin, riboflavin, pantothenic acid and folic acid which help the body metabolize carbohydrate, proteins, and fats.

Do good



Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in California, benefit from growing these strawberries, getting fair wages and working under decent working conditions.

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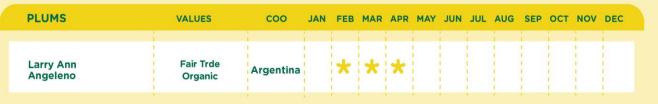


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Taste Me, Do Good* Plums



Taste Me

PACKAGING Cardboard Box 11LB/5KG 30's / 40's / 50's / 60's 100 cases/ pallet

great source of vitamins (A,C,K, E, B1,B2,B3,B-6) and minerals (potassium, fluoride, phosphorous, magnesium, iron, calcium and zinc).

The best tasting fruits come from farming naturally. Plums are not only juicy and delicious but a

Do good



Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in the Rio Negro Valley of Argentina benefit from growing these plums, and through fair trading practices have extra funds to invest in the health of their schools, local medical clinics, and other community projects and priorities.

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Taste Me, Do Good* Pineapples



PACKAGING 5s - 9s 80 cases / pallet

Taste Me

Cardboard Box single layer

The best tasting fruits come from farming naturally. Organic pineapples ripen for, in general, 2 months longer on the plant than their conventional counterparts - resulting in a 30% sweeter pineapple. High in Vitamin C, manganese, and Vitamin B, this flavorful tropical fruit gives body the essential nutrients needed for a strong immune system.

Do good



Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in Costa Rica benefit from growing these pineapples and through fair trading practices have extra funds to invest in the health of their schools, local medical clinics, and other community projects and priorities.

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Taste Me, Do Good* Limes



PACKAGING Cardboard box 4kg/10lb 24 Kg/53lb

Taste Me

The best tasting fruits come from farming naturally. Limes contain antioxidants, including flavonol glycosides-containing kaempferol, which research has shown stops cell division in several cancers. Compounds in citrus fruits such as limes, called limonoids, can help fight lung, breast, stomach and colon, skin, and mouth cancers.

Do good



Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in Peru benefit from growing these limes, getting fair wages and working under decent working conditions.

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Taste Me, Do Good* Mangoes

MANGOES	VALUES	соо	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	ΝΟΥ	DEC
Kent / Keitt	Organic Fair Trade	Perú	*	*										*

PACKAGING 7 ct - 12ct

Taste Me

Cardboard Box single layer 252 cases/ pallet

The best tasting fruits come from farming naturally. These delicious high brix mangos are rich in antioxidant vitamins A and C, vitamin B6, folate, and other vitamins and essential nutrients, such as potassium, copper and amino acids.

Do good



Our products guarantee a positive impact on the environment and for the families and communities involved in farming and production. Workers in Peru benefit from growing these mangoes, and through fair trading practices have extra funds to invest in the health of their schools, local medical clinics, and other community projects and priorities.

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