



BERRYMEX

A REITER AFFILIATED COMPANY



BAJA, MEXICO



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In 2000, BerryMex began farming in the San Quintin Valley, growing exclusively for Driscoll's with 25 acres of strawberry plants and 5 acres of raspberries. From a tiny office of just five people, their focus was to deliver the best quality berries from the desert soil of Baja California. Their dedication was strong and so was their commitment to the workers, the land and the berries. BerryMex Baja is proud of its leadership and its contribution to the economic development of the region, which has greatly enhanced the quality of life for the people of San Quintin. They continue to develop innovative methods in farming and have expanded their "berry patch" to include blueberries and blackberries as well as an extensive program in organics. Their reputation for innovation in farming, fairness and respect for their workforce and investment in the community has allowed BerryMex to remain a vital partner in the San Quintin Valley for generations to come.

WILLIE HEDRICK

Vice President of Production, Baja Mexico



"Working at Berrymex has undoubtedly been an experience of a lifetime, both personally and professionally. Being a third generation native of San Quintin, I am proud to bring the opportunity for development and progress to my home town while at the same time bringing a future of possibilities for many families and the larger community. With an impressive leadership and vision, the company has managed to solidify an organization based on fundamental values and principles that are founded on the importance of people. These values shape us to be better people ourselves and at the same time help us

to grow as an organization with a solid foundation of integrity. By our example, and by integrating each of those values into everyone that works here, we foster good people that are committed to the region and the community.

The protests and the mistruths that have arisen since the end of March are not only unfortunate for our company, but most unfortunate for our employees. However, it leaves us with a very large lesson to continue to commit ourselves with an even stronger focus to the people who work in our fields."

OUR MISSION

TO BE DRISCOLL'S BEST BERRY SOLUTION

OUR VALUES

HONESTY • FAIRNESS • RESPECT

BUSINESS DISCIPLINES

WORKERS COME FIRST • GETTING CLOSER TO THE PRODUCT
RID OPERATIONS OF WASTE • INSPIRE DELIGHT & PERFORMANCE

A fervent belief in our fundamental values of Honesty, Fairness and Respect have been at the heart of our farming company since its inception. These are values that have been integrated into every aspect of the company, defining a clear path for integrity to flow throughout the organization. From harvesters, to ranch managers, to agronomists and management, the values are lived daily and are called upon to guide and lead us. For this reason, we operate our business under the "People Come First" philosophy. Our people shape the future of our company with their hard work, dedication, innovation and entrepreneurship.



WORKER WELFARE & THE VALUES BEHIND OUR FARMING

BerryMex recognizes the significant contributions made by its workforce and has committed itself to the concept of worker welfare. This has been a long-standing practice since their inception, and has allowed their workforce to experience safe working conditions, strong earning opportunities, health and wellness programs, job stability & security, professional development and an overall sense of engagement with the company. Worker welfare is not only about the quality of their jobs but the quality of their lives at work.

BENEFITS PROVIDED BY BERRYMEX, COMPLIANT WITH MEXICAN LAW

- Social Security IMSS
- INFONAVIT (Housing savings)
- Retirement pay (AFORE)
- Maternity Leave
- Paternity Leave
- Seventh Day Pay
- Payment of overtime
- Triple payment for Holidays worked
- Sunday Bonus
- 15 Days Aguinaldo Payment (Christmas Bonus)
- Vacation Pay
- Vacation Bonus
- Annual Profit Share payment (Utilidades)
- IMSS Mobile Clinic Visit to Ranches

ADDITIONAL BENEFITS PROVIDED BY BERRYMEX

- Sembrando Salud Program (Obesity and Diabetes Prevention Program)
 - Medical Clinic at Villa de Las Fresas
 - End of Season Retention Bonus
 - Additional Christmas Bonus
 - Annual End of Season Celebration
 - Soccer Tournament
 - Fair Trade Certification
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THE TRUTH

- BerryMex strives to be the employer of choice and attract workers through greater earning potential, a comprehensive benefits package, and a safe and respectful work environment.
- Harvesters are paid on an incentive basis that provides strong earning opportunities.
- BerryMex meets all federal labor law standards with regards to age restrictions.
- At BerryMex, workers come first and all employees are expected to operate by the values of honesty, fairness, and respect.
- BerryMex has obtained the Fair Trade USA certification in all of its ranches in Baja and has established a Labor Committee.
- BerryMex has developed a Cultural sensitivity program aimed at celebrating diversity and promoting connection, appreciation, and understanding.
- Every year, BerryMex provides leadership development training for its crew leaders to enhance their ability to lead and engage their teams through empathy and effective communication.
- Zero tolerance towards sexual harassment. Comprehensive sexual harassment prevention training to all employees and supervisors, including a hotline to report any incidents.
- Sembrando Salud, is BerryMex's health education program targeted at preventing obesity and diabetes for farm workers.
- Anonymous work environment surveys are conducted annually in order to receive feedback from our field employees.
- Anonymous hotline as additional communication link between employees and BerryMex to report any violation of our company values.
- BerryMex has introduced three new berries (Raspberries, Blackberries, and Blueberries) in to the region, providing an extended harvest season and more stable employment.
- BerryMex has increased earning potential for harvesters through innovation that allows for improved crop quality and efficiencies in harvesting techniques.
- Provides growth opportunities that allow workers to grow into positions as crew leaders, ranch managers, irrigation specialists and joint venture partners.

“They treat me well and I do not stay without a job as there is always work to do. I am making money to support my family. I am married, from Oaxaca, and have 4 kids who attend school. I feel the company practices the company values. I recommend people to work for BerryMex because there is work and also regulations and respect for the coworkers.”

Alejandro Hernandez, Raspberry Picker : 5 years - BerryMex Baja



VILLA DE LAS FRESAS FIELD WORKER HOUSING

Three years ago, seeing the need for housing in San Quintin, BerryMex built and opened Villa de las Fresas, one of the most respectful and pleasant migrant worker housing in all of Mexico. It was built to U.S. labor housing codes, meeting all Mexican design standards and includes an onsite cafeteria, medical clinic, grocery store, basketball courts and soccer field. Above all, it is a place of respect, demonstrating dignity for our workers and proper living conditions.

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- Villas de Las Fresas was built to house a maximum capacity of 544 people. 68 houses designed to accommodate 8 people per home.
 - Free farm worker housing which includes electricity, water, refrigerators, electric stoves, dining tables and benches, individual beds, 2 full bathrooms, shelves in each bedroom, cleaning items, and courtyard patio with laundry sink and clothing lines.
 - Water is sustainable with fresh water for drinking, recycled water for sewer and landscape from on-site water treatment plant.
 - On-site grocery store provided by a local outside vendor.
 - 2 meals a day for \$1.15 each, with BerryMex subsidizing the remaining cost of 50% of the meals, as an extra benefit to the workers.
 - Free transportation to and from the housing facilities to the ranches.
 - Medical clinic with 2 nurses and a 2 doctors on site.
 - Dining Room and Outdoor Seating Area.
 - Soccer field and basketball court for healthy recreational opportunities.
 - Full security system (CCTV) to provide a safe environment for workers to live.
 - Wi-Fi Area for our workers communication.
 - In March of 2015, the Villas reached a capacity of 495 people.
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CLÍNICA AT VILLA DE LAS FRESAS



The objective of offering an on-site first level clinic certified by the federal health department, is to provide BerryMex field workers with access to preventative and wellness care and to act as first contact in the assessment of conditions, illness or accidents in order to immediately assist or effectively channel the patient to the appropriate healthcare agency.

BerryMex partnered with IMSS to provide our field workers with the facilities and equipment needed for the clinic as well the medical supplies that are provided cost free, including doctors and nurses. The government in turn provides through IMSS the follow- up on any cases that require further medical attention referred by our doctors to administer their proper healthcare. This year, BerryMex is looking to continue the partnership with IMSS.

ACTIVITIES

- Act as the primary care in patient assessment
- Channel employee to the healthcare agency necessary for proper care
- Develop and implement prevention programs in the area of self-care and health
- Promote the participation of workers in activities promoting health (health campaigns)

CLINIC HOURS

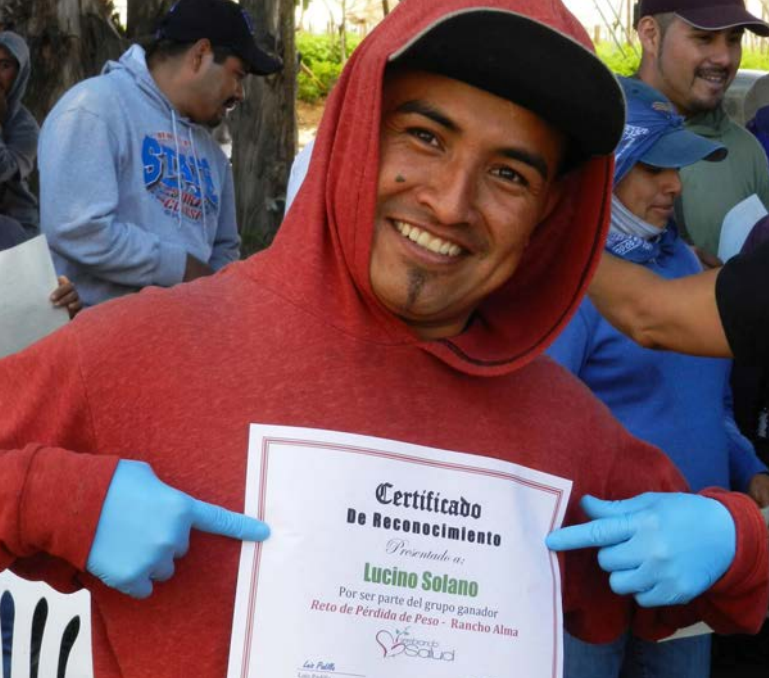
9:00AM to 12:00PM | 4:00PM-8:00PM

MEXBEST ARTICLE · VILLA DE LAS FRESAS

MARCH 27, 2015

“Villa de las Fresas is the best example of dignified and free housing for our migrant seasonal workers harvesting for BerryMex Baja. It is a community with free health care services, education, counseling and support for their overall wellbeing, subsidized meals, in addition to sports facilities and an environment that is respectful to each of its inhabitants. It gives me great satisfaction to belong to this company where we care about the well-being of our field workers.”

Pablo Orozco, Housing and Facilities Administrator : 3 years - BerryMex Baja



Obesity is one of the top public health issues worldwide. Mexico's obesity trend has been alarming, to the point of becoming the country with the highest incidence of obesity in the world. In 2010, BerryMex partnered with the Fundacion Mexicana Para el Desarrollo Rural to implement Sembrando Salud, a work based health education and intervention program designed with the University of California to prevent obesity and diabetes among the farm worker population. The program engages employees in preventative behavior including health care visits, healthy eating and physical activity habits. The program has continued to grow and evolve, with a focus on a comprehensive approach to "Creating Healthy Ranch Communities", empowering participants to promote healthier environment for themselves, their families, and their community, as well as fostering an environment where participants support each other and are accountable to the group for maintaining a healthy lifestyle.

TO INSPIRE HEALTH AND HAPPINESS

The vision of Sembrando Salud is to empower field employees and their families to make educated choices that lead to improved health and happiness through educating and engaging employers to be a catalyst towards a healthier and more productive agricultural community.

OBJECTIVES OF THE SEMBRANDO SALUD PROGRAM

1. Foster a vibrant & healthy farm worker community.
2. Create a culturally relevant and economically viable health outreach model that is sustainable and has the potential to reach large segments of the farm worker population.
3. Reduction in health risks associated with obesity, poor nutrition, and physical inactivity with agricultural workers and their families.
4. Inspire employer engagement and commitment to health and wellness for the benefit of their workforce while enhancing the business bottom line.
5. Establish relationships with foundations, donors, service providers, employers, educators, and others that can expand these efforts.

**Sembrando Salud Classroom Area
Muñoz Ranch – San Quintin**



SEMBRANDO SALUD IN THE NEWS

FARMWORKERS FORUM • MARCH 28, 2011

COMMUNITY COMMONS • MAY 27, 2014

VENTURA COUNTY STAR • JUNE 25, 2010

UC DAVIS HEALTH SYSTEM • JUNE 25, 2010

FUSION • DECEMBER 5, 2013

INTERVENTION STRATEGY

10 weekly sessions • Anthropometric measurements

Group physical activities • Ranch fitness challenges

Sports tournaments • Family activities

“PASOS SALUDABLES” : HEALTHY STEPS TOWARDS A HEALTHIER LIFE

Move • Drink water • Eat fruits and vegetables • Measure Yourself • Share

OUR PARTNERS

UC BERKELEY-HEALTH INITIATIVE OF THE AMERICAS

UC DAVIS-CENTER FOR OCCUPATIONAL AND ENVIRONMENTAL HEALTH

UC DAVIS-WESTERN CENTER FOR AGRICULTURAL HEALTH AND SAFETY

FUNDACIÓN MEXICANA PARA EL DESARROLLO RURAL, A.C.

WATCH OUR SEMBRANDO SALUD VIDEO

NEWS LINKS

MEDIA ON BAJA SITUATION

MILENIO • JUNE 4, 2015

SAN DIEGO RED • MARCH 27, 2015

METATUBE • MARCH 22, 2015

KPBS • MAY 14, 2015

VIDEO/AUDIO

MILENIO NEWS JUNE • 3, 2015

CIRO GÓMEZ LEYVA POR LA MAÑANA • MAY 12, 2015

CIRO GÓMEZ LEYVA POR LA MAÑANA • MAY 15, 2015

CIRO GÓMEZ LEYVA POR LA MAÑANA • MAY 14, 2015

GRUPO RADIOCENTRO 88.1FM: SERGIO SARMIENTO • MAY 11, 2015

EL FRENTE INDÍGENA DE ORGANIZACIONES BINACIONALES & BERRYMEX VISIT TO SAN QUINTIN

APRIL 22, 2015

BERRYMEX

COMPANY STATEMENTS

MEDIA RELATIONS

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