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For more information, contact:
Bob Hale
bhale@riverpointfarms.com
541-567-4781

River Point Farms Announces Steffanie Smith As New CEO

Hermiston, OR (November 5, 2007) – River Point Farms, America’s largest onion producer, announced today that Steffanie Smith will assume the role of chief executive officer of the company effective immediately. Steffanie joins the River Point Farms executive management team with a rich background in the produce industry. For two years, Steffanie served as president of the Deli/Prepared Foods Division of Taylor Farms, the largest fresh-cut vegetable supplier to the foodservice industry. Prior to this, she served for ten years as president of Pacific Pre-cut Produce before the company was acquired in 2005 by Taylor Farms. Steffanie began her career in agriculture working for the current United Fresh Produce Association in Washington DC. She then moved to Salinas, California where she focused on sales, marketing and operations in the early days of the emerging source based bagged salad industry.

“The board of directors and executive management team are elated to welcome Steffanie to River Point Farms”, said Mike Rawlings, Chairman of the Board of Directors. “Her knowledge base and wealth of experience will be an asset as we expand the business and further existing relationships with key customers in the United States.”

“I am delighted and grateful for the opportunity to join the executive leadership at River Point Farms. Bob Hale, president of the company, and the team have done a wonderful job paving the way for imminent growth and future success. I look forward to bringing a new perspective to the company while preserving the integrity of the already established business”, said Steffanie Smith.

About River Point Farms:

River Point Farms is America's largest grower, packer, shipper and processor of onions; including yellow, white, red, sweet and organic onions. Incorporated in April 2007, after merging the long standing companies of American Onion and Rivergate Farms, River Point Farms is headquartered in Hermiston, Oregon. River Point Farms is fully integrated, offering a total solution for a diversified customer base. The company's state-of-the-art growing and storage techniques ensure a year-round supply of whole, peeled and sliced onions to various foodservice, industrial ingredient and retail customers. River Point Farms controls the process from seed to shelf, providing the most consistent, reliable onion supply in the country. The company's unique approach to crop planning takes into account the needs of the customer when designing production, enabling an unparalleled service offering.

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