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NEWS RELEASE

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Dole Recognized at World Water Week in Sweden

Dole's New Millennium Packing Plant's poster receives an 'Honorable Mention' from a jury of leading water scientists

STOCKHOLM, SWEDEN – September 14, 2010 – Dole Food Company, Inc. today announced that the Company's New Millennium Packing Plant in Costa Rica was recognized last Friday during World Water Week in Stockholm, Sweden. The Company's water conservation case study received an 'Honorable Mention' from a jury drawn from the selected members of the World's Water Week Scientific Program.

In May, representatives of the World Water Week Scientific Program Committee selected finalists from over 600 submissions to be presented in Stockholm. Last week, 98 organizations, mainly representing the research departments of renowned universities from all over the world, introduced their water-related initiatives at World Water Week.

Presentations consisted of a case study poster displayed throughout World Water Week. Representatives of each project were available to respond to questions from attendees. In addition to the prize winner, Dole's project was amongst three this year to receive an 'Honorable Mention', being judged on several research criteria and formal presentation.

The Dole New Millennium Packing Plant was introduced earlier this year by Dole in Costa Rica. This revolutionary process reduces water use by a factor of 10 and energy use by 50 percent.

"It was impressive to compete with so many talented people and projects from research organizations from all over the world. Even though the New Millennium Packing Plant was developed with the support of several departments within Dole, including the research department, the involvement of our workers has been crucial to the development of this new process. This is the reason why this recognition, given by the scientific community, is very important for us," said Sylvain Cuperlier, Vice President of Worldwide Corporate Responsibility and Sustainability of Dole Food Company, Inc.

“The Water Footprint Network congratulates Dole for the reduction of water use in the banana packing process achieved with the project presented in the World Water Week 2010 in Stockholm. We are happy to learn that Dole will use the standard water footprint method of the Water Footprint Network to understand the water use and impacts of the full process of banana cultivation,” said Derk Kuiper, Executive Director of the Water Footprint Network, of which Dole is a member since 2009.

ABOUT DOLE FOOD COMPANY

Dole, with 2009 net revenues of \$6.8 billion, is the world’s largest producer and marketer of high-quality fresh fruit and fresh vegetables, and is the leading producer of organic bananas and producer/shipper of organic pineapples. Dole markets a growing line of packaged and frozen fruit and is a produce industry leader in nutrition education and research.

ABOUT WORLD WATER WEEK

The World Water Week in Stockholm is the annual meeting place for the planet’s most urgent water-related issues. Organized by the Stockholm International Water Institute (SIWI), it brings together 2,500 experts, practitioners, decision makers and business innovators from around the globe to exchange ideas, foster new thinking and develop solutions.

ABOUT WATER FOOTPRINT NETWORK

The Water Footprint Network (WFN) is a global partner network bringing together knowledge institutions, government agencies, non-governmental organizations and representatives from the private sector. Its mission is to promote the sustainable, fair and efficient use of fresh water resources worldwide.

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