



April 15, 2009

Ladies and Gentlemen:

We, at Transflora, value our business relationship that we have with you. In that effort, we strive to keep you informed on issues that impact our industry. This week we were assessed a holiday surcharge by the airline carriers that move our products from the farms in Colombia and Ecuador. This is a charge that is separate from the normal fuel surcharge.

Transflora Management met recently and decided that, as a service to our customer base, we would continue to offer our fuel surcharge of \$4.00 per half box on Open Market sales and \$2.00 per half box on Standing Order and Pre-Book sales.

However the economy does not allow us to “bury” this newly assessed **holiday surcharge**. This is a charge that is borne by all Miami importers. During the holiday season the airline carriers are forced to put additional planes into service to bring your product in from the farms. During the “normal” non-holiday times...the airline carriers have a pretty good plan devised that allows them to haul cargo back south from Miami to Colombia and Ecuador. This allows them to fly more efficient flights where the air cargo goes a long way to paying for the expense of the flight. Many more planes pressed into service at the holidays unfortunately upset this delicate balance and causes returning flights to run without full load cargo. This results in a holiday surcharge of offset this loss of cargo revenue.

Effective, April 23 through May 8, all product sales will be assessed an additional \$2.50 per half box; \$1.25 per quarter box. We are committed to your success and will continue to use our collective expertise to explore solutions that will lower your total costs of doing business to allow you to enjoy greater business success in your industry.

Sincerely,

Bill Schodowski
Business Development Manager