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THE ANNUAL PISTACHIO INDUSTRY CONFERENCE 2009, HOSTED BY PARAMOUNT FARMS, RETURNS TO MONTEREY, CALIFORNIA *“Branching Out” Theme Reflects Global Emphasis for Pistachios*

MONTEREY, Calif., March 11, 2009 – The Annual Pistachio Industry 2009 Conference begins today and runs through March 13 at the Monterey Conference Center, One Portola Plaza, Monterey, California. Hosted by Paramount Farms, more than 500 industry growers, processors, managers, vendor and association members are expected to attend the three-day conference to hear the latest critical updates on the industry. This year’s theme, “Branching Out,” reflects the industry’s growth from its California agricultural roots to a value-added, packaged good with global credibility.

“We are pleased to once again host the definitive conference for the pistachio industry,” said Stewart Resnick, president, Paramount Farms. “Today’s uncertain economic market, the escalating Middle East conflict and a new U.S. administration have all affected California’s vital agriculture industry. However, unlike other nuts, pistachios continue to enjoy strong sales at higher prices, translating into continued profitable grower returns for our more than 500 grower partners. Paramount Farms’ efforts in creating global demand, continuing government relations and increasing investment in our industry worldwide have all played a significant role in the continued success of the California pistachio industry.”

Leading Panel of Expert Guest Speakers

The conference begins with opening remarks by Paramount Farms’ President Stewart Resnick, followed by a panel of expert guest speakers in the areas of health research, government

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relations, water affairs and marketing, including Lynda Resnick, vice-chairman of Roll International, the holding company of Paramount Farms.

Ms. Resnick is a successful entrepreneur with a remarkable career that spans more than 40 years. She will speak on marketing and global brand building and cover highlights from her new book, *Rubies In The Orchard: How to Uncover the Hidden Gems in Your Business*, which debuted on the *Wall Street Journal's* best-seller list.

Other speakers include:

- Dr. Anoop Misra, Director of the Department of Diabetes & Metabolic Diseases at Fortis Hospitals in New Delhi and Chief Scientific Advisor for the Diabetes Foundation (India). Dr. Misra is an internationally acclaimed researcher and scientist; a member of the World Health Organization and Indian Council of Medical Research's Expert Groups for Childhood Obesity. As the Chief Scientific Advisor for the Diabetes Foundation (India), Dr. Misra is the primary researcher for a Paramount Farms sponsored study to evaluate the beneficial effect of pistachio nut intake on cardiovascular risk factors in subjects with the metabolic syndrome.
- Nutrition and media expert, Tanya Zuckerbrot, creator of *The F-Factor Diet*. Ms. Zuckerbrot regularly appears on the *Today Show*, *FOX News* and *Extra*; and has served as a guest expert on many national programs including *Good Morning America*, the *CBS Early Show*, *CBS Evening News*, *The Rachael Ray Show*, *VH1* and *The Food Network*.
- Government relations updates by Michael Roberts, associate general counsel of government relations and international affairs, Roll International; and Craig Cooper, esquire, senior vice president, chief legal officer, Roll International.
- Water Affairs updates by Bill Phillimore, executive vice president, chief financial officer, Paramount Farming; and Scott Hamilton, planning manager, Paramount Farming.

Children's Hospital Donation

For the second year, 100 percent of all APC conference fees were donated to Children's Hospital Central California, to benefit the community. In addition to proceeds from the conference, Paramount Farms employees collectively donated more than \$158,000 to the hospital through the company's Roll Giving program, an employee charity initiative.

“Children’s Hospital is honored that, once again, that proceeds from this year’s Annual Pistachio Conference will go towards children in need. We thank Paramount Farms for helping us help our kids,” said James Meinert, vice president, Philanthropy, Children’s Hospital Central California.

Located in Madera, Children’s Hospital Central California is a not-for-profit, state-of-the-art children's hospital on a 50-acre campus. In California, the hospital treats more inpatient cases than any pediatric hospital north of San Diego, and is the second largest children's hospital in the state.

About the California Pistachio Industry

California represents approximately 98 percent of U.S. pistachio production. In crop year 2007, domestic sales increased 18 percent and export shipments increased 52 percent from the previous year to almost 340 million pounds. The industry produces in excess of 300 million pounds of pistachios a year, and employs thousands of workers. The industry has grown more than three times in value in the past 10 years to more than \$600 million today. Based on current estimates, the industry expects to grow to more than \$1 billion in the next 10 years.

About Paramount Farms

Paramount Farms is the world's largest vertically integrated supplier of pistachios and almonds. The company’s 30,000 acres of pistachio orchards, located in California's San Joaquin Valley, are the largest in the Western Hemisphere. Paramount Farms' pistachios can be found in the produce department of grocery stores nationwide sold under the Wonderful®, Everybody's Nuts!® and Sunkist® brand names. Paramount Farms is also the developer of www.PistachioHealth.com, the leading online source of information on the health and nutrition benefits of California pistachios, which serves as a resource for both consumers and health professionals.

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