

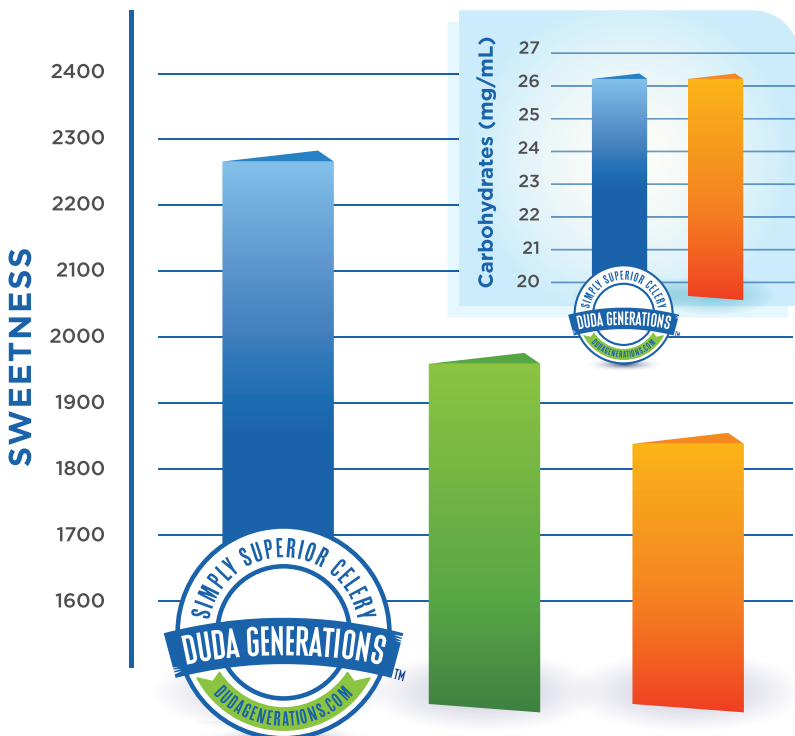


THE Family. THE Celery. THE Legacy.

INVESTING MILLIONS IN CELERY RESEARCH, SEED DEVELOPMENT, PROCESSING TECHNOLOGIES AND INTELLECTUAL PROPERTY-DUDA FARM FRESH FOODS LEADS THE WORLD IN DEVELOPING SUPERIOR CELERY VARIETIES FOR A DIFFERENCE YOU CAN TASTE.

The FACTS

- 184 years of breeding history
- 99 proprietary varieties, 33 are patented
- 1,400 celery lines developed each year
- 44,000 acres cultivated on US family farms

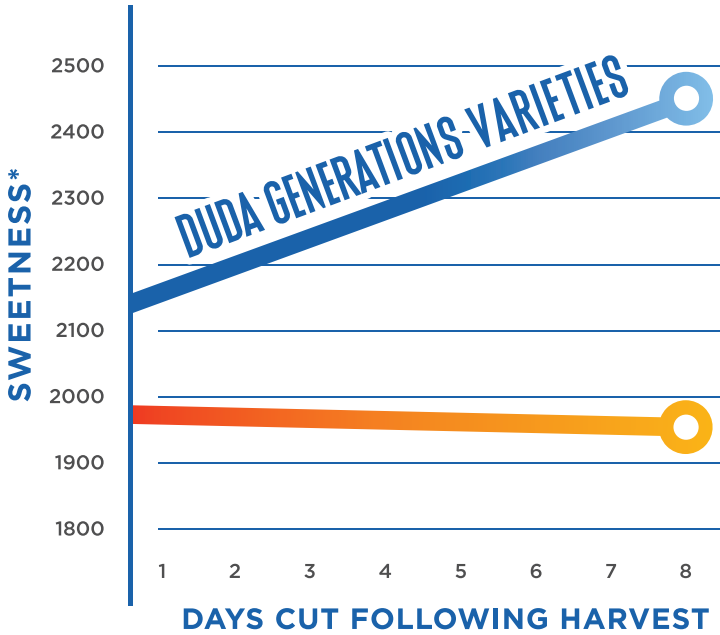


Naturally SWEETER & CRISPIER®

Each year we evaluate 6,000 celery plots for flavor analysis and variety development. Duda Generations varieties of celery sticks are consistently proven to deliver a much sweeter flavor as compared to other varieties.

This chart demonstrates that Duda Generations varieties (blue) developed for fresh-cut celery sticks have the sweetest flavor compared to competitor varieties (green = competitor fresh-cut stick varieties & orange = competitor traditional market varieties).

The small inlay chart shows that the increased sweetness of the Duda fresh-cut stick varieties (blue) has not increased the total carbohydrates (calorie content) compared to traditional market celery (orange).



Not only is Duda Generations celery developed to be naturally sweeter tasting, but these celery varieties are actually proven to retain better flavor (sweetness) over time when compared to stick products produced with competitor varieties. Bottom line, our fresh-cut celery sticks start sweeter and end sweeter than others' celery sticks.

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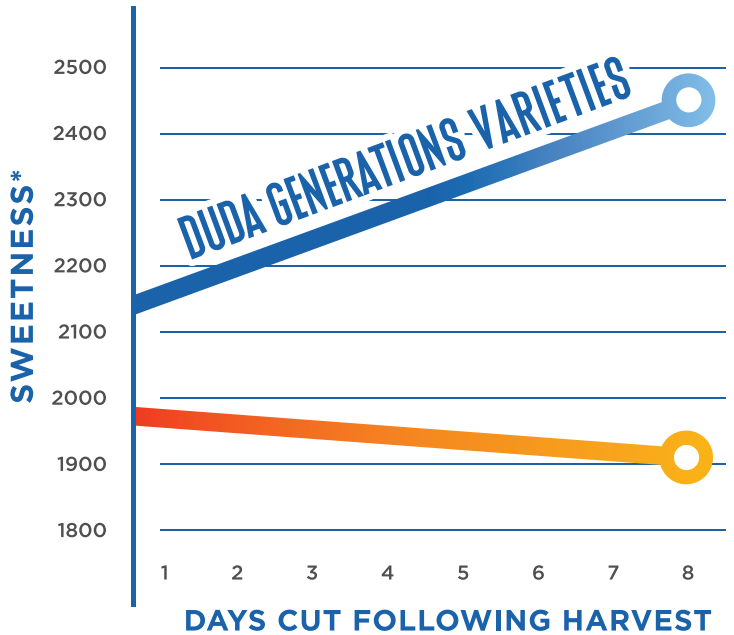
The small inlay chart shows that the increased sweetness of the Duda fresh-cut stick varieties (blue) has not increased the total carbohydrates (calorie content) compared to traditional market celery (orange).

100 units of sweetness = 1 gram of sucrose in 1 liter of water.

You can be assured that Duda Generations celery is not only picked at its peak freshness and flavor, but that it is also fresh-cut and packaged within hours of harvest, ensuring the highest quality products. Shipping fresh celery sticks also reduces freight and consumer waste by only shipping the usable product.

The chart to the right shows a comparison of Duda Generations fresh-cut celery stick flavor / sweetness (blue) packaged immediately following harvest compared to competitors shipping whole celery and then cutting it after it has been in transit or stored 1-8 days after harvest.

100 units of sweetness = 1 gram of sucrose in 1 liter of water.



A Trusted HERITAGE BRAND

Duda's variety development program, special processing techniques, packaging development research, sanitization procedures and food safety protocols guarantee simply superior celery. Look for these Duda Generations logos on pack indicating the best product on the market.

