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Naturipe Farms Announces “Win Free Berries! Very Berry Summer Trivia Contest”

Enjoy Summertime Berries by Visiting Naturipe’s Website & Facebook Page

SALINAS, Calif. (July 25, 2012) – Today, Naturipe® Farms officially launched its first *Very Berry Summer Trivia* contest on their Facebook page with the intent of spreading awareness about the health benefits of fresh berries. Trivia questions will be based off of nutritional and historical fun facts about strawberries, blueberries, raspberries and blackberries found on Naturipe’s website: www.naturipefarms.com.

With fresh berries at their peak in the summer months, the nutritional benefits of these superfruits are making headlines. Naturipe® hopes to highlight the benefits of berries to promote the fact that eating healthy can be delicious.

Each Trivia Tuesday, the brand will pose a berry trivia question to consumers on the Naturipe® [Facebook page](#). Every following Monday, one prize of five coupons redeemable for free packages of fresh Naturipe® berries and a \$50 American Express gift card will be awarded to a randomly selected user with the correct answer. The contest begins Tuesday, July 24 and ends on Monday, August 20.

To get the public thinking about the contest, Naturipe® offered the following fun berry trivia facts. For example:

- Just eight strawberries have more vitamin C than a medium orange
- Blueberries are thought to be helpful in improving memory function and healthy aging

The screenshot shows a Facebook post for the Naturipe Farms 'Very Berry Trivia' contest. At the top is the Naturipe logo with the tagline 'Vibrant, Nutritious, Delicious'. Below the logo is a trivia question: 'Which Naturipe berry is native to North America, but is still found on almost every continent?'. The post includes a prompt to 'Submit your answer below for a chance to win a \$50 Gift Card. Need a hint?' and three input fields for 'Full Name', 'Email', and 'Trivia Answer'. At the bottom, there is a 'SUBMIT ANSWER' button and a checkbox for 'I have read the terms and conditions: Official Rules and Details'. The post is decorated with images of strawberries, blueberries, and raspberries.

Naturipe Farms - Very Berry Summer Trivia Contest

- Ellagitannins, a family of compounds almost exclusive to the raspberry, are reported to have anti-cancer activity and contribute to the raspberry's antioxidant power
- Just a half-cup serving of raw blackberries has about the same fiber content as a three-fourths cup of brown rice

Naturipe® is devoted to engaging with customers on [Facebook](#), [Twitter](#), [YouTube](#) and [Pinterest](#). This social media integration helps Naturipe® share product information and usage tips with consumers, promoting interaction with growers by allowing consumers to ask questions and share their own berry pictures and comments.

About Naturipe Farms:

Naturipe Farms LLC, is an international, grower-owned producer and marketer of wholesome, good-for-you foods headquartered in Naples, Florida. The company sources products from throughout North and South America to ensure year-round availability for "locally grown" and in-season conventional and organic berries. Naturipe Farms, formed in 2000, is a partnership between Hortifrut SA, MBG Marketing and Naturipe Berry Growers and Munger Farms with locations in Salinas, CA; Delano, CA; Grand Junction, MI; Dallas, TX; Boston, MA; Miami, FL; Santiago, Chile; Los Reyes, Mexico; and Buenos Aires, Argentina.

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