



APTOS BERRY FARMS, INC. BERKSHIRE, LLC BERRYMEX S.A. de C.V. REITER BERRY FARMS, INC. SOUTHERN PACIFIC FARMING, INC.

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May 20, 2011

RE: Letter of Reference – Sonora Pacific Group

To Whom It May Concern:

Our company recently engaged Pat Brown and Lizanne Wheeler to conduct training for irrigators and ranch managers in our California farming operations. The curriculum covered soil, fertility and irrigation principles.

Pat and Lizanne worked together with us to craft a training program that fit the needs of our group and our company culture. The program was extensive, covering nine weeks in three distinct farming zones in California with over eighty students.

The training program was executed very well. Pat and Lizanne worked over the course of the program to earn the trust of the attendees and deliver the material in ways that resonated with their audience. Their courses are very interactive and full of tangible learning aids that keep the interest of students who are more comfortable in a field environment than in a classroom environment.

The training program has received positive feedback from our growers throughout California. Our irrigators and ranch managers are able to more effectively converse about soils, fertility and irrigation topics using the common language acquired in the class. Our production leadership reports that visible behavioral changes are occurring in the field as a result of the training. Examples of changes include more informed conversations about fertilizer choices and more proactive management of drip irrigation systems.

I recommend Pat and Lizanne for this type of work, their skills are unique. Our work with them has benefited our people and our organization.

Sincerely,

Michael Christensen  
Executive VP of Knowledge and Innovation