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Wishnatzki Farms Announces Company Name Change to Wish Farms

PLANT CITY, Fla. (August 2, 2011) – Wishnatzki Farms, a Florida-based grower-shipper, today announced its new company name, Wish Farms. After 90 years and three generations of carrying on the family name, the company is officially changing from Wishnatzki Farms to Wish Farms to further develop its focus on consumer branding.

In January 2010, Wishnatzki Farms debuted “Wish Farms,” the new brand for its fresh produce products. The consumer label, featuring Misty the Wish Farms Garden Pixie, replaced the “Wishnatzki Farms” label helping to position the company for continued growth.

“Building brand recognition amongst consumers is a top priority. Introducing the new label last year was the first step in transitioning from the Wishnatzki name to Wish Farms. It’s time to make it official,” said President Gary Wishnatzki. “I’m proud of the organization my grandfather, uncle and father built. We will continue to uphold the traditions, values and quality service that we are known for.”

Though the name has been officially transferred, changes will occur gradually over the next 2-4 months. Marketing materials, including product labels, purchase orders and order confirmations, will be replaced during that time.

A letter of notification is being sent directly to the company’s customers, vendors and suppliers. There has been no change in the company’s management or ownership.

ABOUT WISH FARMS

Wish Farms (Wishnatzki Farms), the largest strawberry shipper/grower in Florida for over 50 years, is recognized nationally for quality and innovation. It represents more than 2,000 acres, and ships approximately 3.5 million flats of strawberries, 6 million pounds of blueberries and 1 million packages of vegetables a year. The company markets produce under the Wish Farms, Strawberry Joe and other labels. Wishnatzki Farms utilizes FreshQC® to ensure quality by tying consumer feedback to the harvest time, place and picker. Wishnatzki Farms is proud to continue its tradition of providing high quality produce since 1922. For more information please visit www.wishfarms.com.

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