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**FLORIDA FRUIT & VEGETABLE ASSOCIATION HONORS  
THE FRESH MARKET AS MERCHANDISER OF THE YEAR**

MAITLAND, Fla. (Sept. 25, 2008) – The Florida Fruit & Vegetable Association presented its Merchandiser of the Year Award Sept. 23 to The Fresh Market, Inc. of Greensboro, N.C.

In nominating the company, Gary Wishnatzki of Wishnatzki Farms said, “Fresh Market is an enthusiastic supporter of our Florida strawberry program. It is a quality-driven company that appreciates the flavor and color of the fruit that we sell. Fresh Market isn’t a price buyer, and it vigorously promotes Florida strawberries throughout our growing season,” The retailer is also supportive of Florida blueberries, he added.

Founded in 1982 when Ray Berry and his wife, Beverly, opened a small store dedicated to providing quality foods in a friendly atmosphere, the company now operates 80 stores in 18 states. With a growing national market, The Fresh Market continues to focus on customer service and its mission to keep the specialty neighborhood grocer feeling that its customers have grown to love.

The award was announced at FFVA’s 65th Annual Convention awards lunch at the Ritz-Carlton in Naples.

Florida Fruit & Vegetable Association is an agricultural trade organization representing Florida’s producers of fruits, vegetables and other crops.

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*Editors note: Digital photos are available 9/29/08 by e-mailing  
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