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LIBBY'S JUMBO CUPS™ BRING INNOVATION TO THE SHELF STABLE FRUIT CATEGORY
Sturdier, Easier-to-Open Cups Offer 50 Percent More Fruit

Marion, NY (June 29, 2009) – Seneca Foods Corporation, a leading producer of canned fruit and vegetable products, is embarking upon its “Fruitification of America” mission with the launch of new Libby’s 6-ounce Jumbo Cups™. Grown in California and packed in sturdy, easy-to-open plastic containers, Jumbo Cups™ offer 50 percent more fruit than the 4-ounce cups currently on the market, giving consumers a more satisfying snack or dessert.

Libby’s Jumbo Cups™ bring innovation to supermarket center store aisles. “Focus groups have shown that consumers are looking for more satisfying portions and packaging that allows them to enjoy fruit at home, at work and on-the-go,” said Bruce Wolcott, VP of Marketing at Seneca Foods. “In addition to providing a larger serving, the added thickness of the Jumbo Cups™ makes them sturdier and easier to open, resulting in less spillage.”

While the U.S. Department of Agriculture (USDA) Dietary Guidelines recommend up to two cups of fruit per day, depending on calorie needs, seven out of ten adults are still not getting enough fruit in their daily diets¹. Just one Libby’s Jumbo Cup™ contains 3/4 of a cup of fruit (including liquid) providing both children and adults the means to help meet their daily recommended fruit requirements.

In stores beginning September, Libby’s Jumbo Cups™ are packaged in 3-pack sleeves and available in four delicious varieties: Diced Peaches, Diced Pears, Mixed Fruit and Cherry Mixed Fruit, at an approximate retail price of \$3.39.

To learn more about Libby’s Jumbo Cups™ and the brand’s “Fruitification of America” mission, log on to www.Fruitification.com

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About Libby’s Fruit

Libby’s fruit products are packed and distributed by Marion, NY-based Seneca Foods Corporation under trademark license. Seneca Foods is an independent, publicly traded, fully integrated food processing company. Its strong heritage in fruit harkens back to 1949 when the company introduced bottled grape juice to the market. Shortly thereafter, Seneca Foods was the first to introduce 100% frozen apple juice and held leading market shares in the fruit juice and apple sauce categories for many years. With a long history in fruit products, Seneca Foods is now revolutionizing the shelf-stable fruit category with its launch of Libby’s 6-ounce Jumbo Cups™. Seneca Foods is committed to being a partner in quality, customer service and profits. To learn more about Seneca Foods, visit www.SenecaFoods.com

¹Casagrande, S.S., Wang, Y., Anderson, C., & Gary, T. (2007, March 19). Have Americans Increased Their Fruit and Vegetable Intake? Am J Prev Med 2007;32 (4):257-263