



FOR IMMEDIATE RELEASE

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NATURIPE BERRY GROWERS INVESTS IN HARVEST CROO ROBOTICS

Adds to the growing list of strawberry industry investors

Tampa, FL (September 20, 2016) – Naturipe Berry Growers has joined the growing list of strawberry industry investors supporting Harvest CROO Robotics’ mission to answer the need for agricultural labor with technology. Naturipe is one of the largest strawberry growers in North America. With the support of Naturipe, now more than 20% of the U.S. strawberry industry has invested in Harvest CROO Robotics.

“The lack of availability of labor to harvest strawberries is one of the great challenges facing our industry,” said Rich Amirsehhi, President and CEO of Naturipe Berry Growers. “Harvest CROO Robotics’ technology to harvest berries has tremendous promise to solve this critical problem.”

Harvest CROO Robotics continues to develop and test the latest technology for agricultural robotics. The company will test their latest prototype during the Florida strawberry season, which begins in November. Improvements include harvest speed and the development of an autonomous mobile platform that will carry the robotic pickers through the field. After berries are picked, they will be transferred overhead to the platform level, where they will be inspected and packed into consumer units by delta robots. The development of the packing robots, next year, will mark another key milestone in Harvest CROO Robotics’ technological advances.

“The technology is prepared to make a major leap this coming season,” said Bob Pitzer, Co-founder and Chief Technology Officer of Harvest CROO. “We were at commercial speed, last March, at a rate of 8 seconds to pick a plant. Now by using embedded processors and a streamlined picking head design, we expect to easily cut that time in half.”

“Naturipe Berry Growers sees joining this collaborative effort as an important step in ensuring the sustainability of the U.S. strawberry industry and putting our growers in a position to be early adopters of the technology,” said Amirsehhi.

Harvest CROO is currently fundraising in preparation for the next round of prototypes. To learn more about Harvest CROO, including investment opportunities, contact info@harvestcroo.com.

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About Harvest CROO:

Harvest CROO (Computerized Robotic Optimized Obtainer) began in 2012 on Gary Wishnatzki's vision of creating a solution to the dwindling labor force in agriculture. With the expertise of Co-founder and Chief Technical Officer, Bob Pitzer, they began developing the first Harvest CROO machines. In Previous rounds, \$1.8 million was raised through qualified investors. Many of these investors are members of the strawberry industry, including Sweet Life Farms, Sam Astin III, California Giant, Inc., Main Street Produce, Inc., Sweet Darling Sales, Inc. Innovative Produce Inc., DG Berry, Inc., Central West, and Naturipe Berry Growers. In Round C, Harvest CROO is seeking to raise \$3 million to build the next version, the Alpha unit, which will be the predecessor to a production model. To learn more about Harvest CROO, including current career opportunities for experienced engineers, contact info@harvestcroo.com.

About Naturipe Berry Growers:

Naturipe Berry Growers (NBG) is a co-op of growers that was founded in 1917 as the Central California Berry Growers Association. NBG markets their fruit through Naturipe Farms LLC, which is a grower-owned producer and international marketer of healthy, best tasting, premium berries. With production primarily from multi generation family farms, located in prime berry growing regions throughout North and South America. The diverse grower base ensures year-round availability of “locally grown” and “in-season global” conventional and organic berries. Naturipe Farms, formed in 2000, is a partnership between MBG Marketing, Hortifrut SA, Naturipe Berry Growers and Munger Farms. With sales and customer service offices located strategically throughout the USA – (HQ) Salinas CA., Grand Junction MI., Estero FL., Boston MA., Wenatchee WA., Atlanta GA.

For more information visit: www.naturipefarms.com or <https://www.facebook.com/Naturipe>