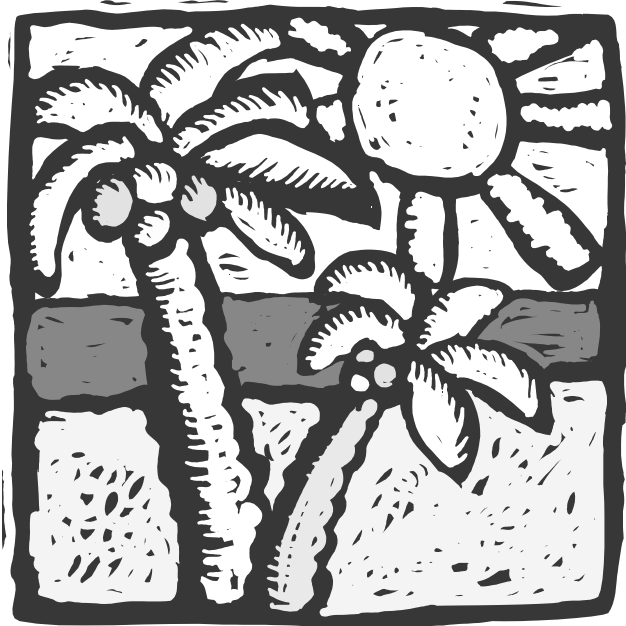


VV Hurricane Mitch Fund Update

August 8, 2000

Give Yourself A Hand!!!



The VV Hurricane Mitch Fund reached its goal of \$30,000 last week! Thanks to your business, we set aside a portion of tropical fruit sales and made a significant contribution to the rebuilding of Honduras after the 1998 hurricane. Without our loyal customers this fund wouldn't have been possible.

Through Oxfam's Central America program we contributed to local grassroots groups working on various agriculture projects. These groups provide crucial support to the thousands of subsistence farmers and ranchers of the region. They provide small loans for family farms, operate regional grain banks, and assist farmers in improving their farming practices and crop yields. Erosion-prevention techniques have been introduced so that Honduras will be better prepared if another hurricane hits the region.

Thank you for supporting us in this initiative. We are grateful that our customers stand behind us as a socially responsible company. The Hurricane Mitch Fund has shown us that together, we can make a difference.

