As mentioned in the message announcing the posting of our last newsletter on our Corporate Responsibility & Sustainability (CR&S) website, we found a gem when we discovered, in our archives, a Corporate Responsibility brochure entitled “The Lives We Touch” and produced by Castle and Cooke (Dole’s parent company at that time) back in...1979. This brochure is also available on our CR&S website, in our “Press” section.

The publication of this brochure is just another proof demonstrating that Corporate Responsibility and Sustainability is part of the Company’s DNA and that Dole was doing it, even before the term was invented.

This sixth edition of our CR&S newsletter is thus aimed at providing you with additional information regarding the history of some of the many Corporate Responsibility and Sustainability programs the Company has implemented worldwide. To this end, you will find in the “Did You Know” section a wonderful story which will transport you to Honduras at the end of the nineteenth century when the Vaccaro Brothers & Co. (ancestors of Standard Fruit Company de Honduras) settled there. This story will tell you how Dole has contributed to build infrastructure in the area of la Ceiba and transform this small village into the country’s third largest city in less than one century.

Dole, as depicted in our 1979 CR&S brochure, has also been very active in developing Corporate Responsibility & Sustainability programs in the Philippines. In our second edition, we already had the pleasure to interview Joemil Montebon, Executive Director of the Kasilak Development Foundation which has been working together with Stanfilco since 1997. This time, and also in light of the recent agreement signed with Itochu, we wanted to pay tribute to our second Dole division in the Philippines for what they have accomplished since 1963 in the Polomolok area. To this end, we have interviewed, in our “Who’s Who” section, Melquiades Hernandez III, Human Resources Director at Dolefil, our Packaged Foods division in Mindanao, Philippines.

I would finally invite you to have a look at our “What’s New” section to catch-up with the new developments related to CR&S at Dole. In addition, Dole was recently recognized by several European consumer organizations for the Company’s environmental and labor programs as well as for our transparency. In order not to infringe copyright, we cannot publish the articles in this newsletter but should you be interested in reading the surveys, a few copies of the magazines are available upon request in our CR&S department.

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DOLE PRESENTS PERSPECTIVES AT THE 8TH PRODUCT CARBON FOOTPRINT SUMMIT

On 27 September, Roberto Vega, Dole’s Director of Sustainability, presented Dole’s views and programs aimed at reducing our carbon footprint in the session entitled “Carbon Footprinting: too much talking or real change?” at the Product Carbon Footprint (PCF) World Forum in Berlin.

The PCF World Forum is a neutral platform used to share practical experiences and knowledge towards climate-conscious consumption and production. More than 400 stakeholders, representing entities ranging from Non-Goverment Organizations to retailers attended the conference.

DOLE RECEIVES ENVIRONMENTAL LEADERSHIP AWARD IN SAN DIEGO, CA

The Maritime Alliance spontaneously decided to distinguish Dole with the Environmental Leadership Award for the Company’s efforts to minimize its environmental impact on the neighborhood of our San Diego port operations.

Steps which have already been taken include:
- New container fleet which reduces electricity consumption and greenhouse gases
- Slow steaming vessel during approach in San Diego
- Replacement of all port equipment with low-emission engines
- Relocation of transfer facility from Barrio Logan (low income residential area located near port) to National City
- Working with port to ensure our vessels are ready for cold ironing in 2014. This will significantly reduce emissions while our vessels are in port
- Ensuring that all of our trucking companies use newer model trucks with CARB certified clean engines.

The goals of The Maritime Alliance are to organize the San Diego maritime technology community as a formal cluster and to reach out nationally/internationally to promote development/rapid adoption of innovative maritime technologies and collaborative business opportunities.
DOLE ECUADOR: NEW SPORTS COMPLEX
INAUGURATED IN RIO VIEJO

On August 6, Dale Foundation inaugurated a new sports complex consisting of a multi-purpose field, covered stands and restrooms. Its construction was financed by Bama and the Dale Foundation and was actively supported by Fenacle, the national agricultural union.

The sports complex is located just a few meters away from the Ecuador País Amazónico school, the first major venture built in 2008 by the Dale Foundation and its Norwegian partner.

DOLE ECUADOR: CELEBRATION OF THE 10TH
ANNIVERSARY OF THE VICENTE PIEDRAHITA
SCHOOL

On August 24, Dale Foundation celebrated the 10th anniversary of the inauguration of the Vicente Piedrahita school.

With a total investment of US$ 325,000 the school opened in 2002 and subsequently expanded since 2009 to add three more grades, thereby adhering to a government policy.

The school features 10 well-ventilated classrooms, a room for teachers, a computer room, a school playground, a multi-purpose field, a fully-equipped kitchen and dining room and 24-hours security staff.

The lively anniversary ceremony was attended by approximately 200 community residents, as well as Mike Cavallero and Keith Mitchell, respectively President and CFO of Dole Fresh Fruit North America.
ALL DOLE-OWNED PINEAPPLE FARMS IN COSTA RICA ARE NOW FAIR TRADE CERTIFIED

Right after Fair Trade U.S.A., the leading third-party certifier of Fair Trade products in the United States, certified Ecopiñas del Arenal, our Company-owned organic pineapple farm in Costa Rica (see our last edition for more information), Dole’s two conventional pineapple farms in Costa Rica (el Bosque and el Muelle) also received Fair Trade certification.

DOLE COSTA RICA: THIRD SEMINAR ON SOCIAL DIALOG

On August 9, representatives from Standard Fruit de Costa Rica and COSIBA-CR, the Coordination of Costa Rican banana unions participated in the 3rd seminar on social dialog in Guápiles, Costa Rica.

Other participants in the seminar included: Kim Nordle, President of the Norwegian employer organization, Kristin Parker representing LO, a Norwegian Trade Union, Magne Svartbekk, CSR Manager at Bama (Dole’s customers in Norway) and Eugenio Solano, Costa Rica’s Vice Minister of Labor and Social Security.

Those seminars, attended by Norwegian observers, are an illustration of the confidence and mutual respect between the company and the unions and demonstrate the Company’s commitment to Freedom of Association, following the signature of several accords between Standard Fruit de Costa Rica and COSIBA-CR.
DOLE SHARED SERVICES (DBS) COSTA RICA SUPPORTS CHILDREN WITH CEREBRAL PALSY

At the end of last year, Dole Shared Services Costa Rica approached their neighboring rehabilitation school to discuss possible ways to support the school's children.

At the beginning, the idea was to paint the school building. DBS started the fundraising campaign to buy the materials but in the middle of the campaign, they were informed that a Non-Profit organization had offered to paint the school. DBS had to find another project.

The school’s physiotherapist suggested that Dole fund the acquisition of motor cars for children with cerebral palsy. Once the cars acquired, the objective was to teach children with intellectual capacity how to transport themselves in electric wheelchairs. Once able to move independently, children can be integrated into the regular education system.

So far, DBS has collected US$ 6,134 through the organization of a raffle of a LED TV, a raffle of 2 airplane tickets for the U.S. and a bingo. This amount has already benefited 2 girls and 2 boys, from 4 to 7 years old, but DBS believes that 20 children could benefit from the program within 5 years.

UPDATE ON DOLEFIL’S WHEELCHAIRS DONATION (Alay Gabay Program)

On June 20, a ceremony took place in the Province of Bukidnon, Philippines for the delivery of wheelchairs, as part of the Alay Gabay program.

Dolefil’s Alay Gabay program started four years ago with the delivery of 305 units. It has become bigger this year, reaching out to over 1,800 persons with disabilities, an achievement made possible through the donations made by our employees working for our North American divisions (Corporate, Fresh Fruit, Packaged Foods, Packaged Frozen Foods and Vegetables) and the Alay Gabay Golf Tournament sponsors.

In the same event, a mother of two wheelchair recipients (her two sons – 3 and 5 years old – have polio) spoke on behalf of the beneficiaries, stating her overwhelming joy and relief for the gift of mobility for her sons, and that her eldest son can now go to school using the brand-new wheelchair from Dole.
WORKERS INCOME AUGMENTATION PROGRAM AT DOLEFIL

The Workers Income Augmentation Program (WINAP) is a program funded by the Philippine government. It intends to assist workers in engaging into business to augment their primary income. Business opportunities created through this program provide workers with additional sources of income in the form of sharing profits. The program also provides employment opportunities for the dependents of the workers.

LEAD.PH, the union representing Dolefil’s workers, was accredited to manage the WINAP grants. In addition, LEAD.PH must contribute to 20% of the total project costs.

Dolefil facilitates the monitoring of the program management and provides LEAD.PH with reusable materials for their project’s space requirements, renovations and fixtures.

The program resulted in the opening of a pharmacy in December 2011. It provides two people with employment.

LEAD.PH then started managing a “rice mart” and added a meat shop to its operations. LEAD.PH’s future plan is to set-up “farmers’ stalls” in order to make basic commodities more accessible and affordable not only to its members but also to the neighboring communities.
For this new edition, we would like to offer you an exceptional voyage through the past, starting in 1899, by telling you the story of Dole in Honduras.

In Honduras, Dole counts with over one century of infrastructure development, Corporate Responsibility and support to the communities.

When Dole arrived on the Atlantic Coast of Honduras, La Ceiba was a small village. Today, it is the third largest town of the country with a population of approximately 200,000 residents.

1899: the Vaccaro Brothers and Salvador d’Antoni arrive in Honduras

The history of Standard Fruit Company de Honduras goes back to 1899 when a severe freeze wiped out the orange business in southern Louisiana. This freeze impacted the livelihood of two Sicilians: Joseph Vaccaro and Salvador d’Antoni, Vaccaro’s brother in law.

At that moment, the two Sicilians were operating three luggers, a class of boats, to ship oranges to New Orleans from downriver groves. However, following the freeze, they had no more cargo. They then started importing bananas and coconuts from Honduras, a country facing no dangers of freezing. Joseph’s two other brothers (Lucca and Felix) joined them in this venture that was later to become Vaccaro Bros. & Co. (d’Antoni being the ‘Co.’). However, this new business required a bigger ship than the tiny luggers. To this end, they acquired a two-masted schooner.

La Ceiba in 1901
A fair deal with banana producers secure a strong grower base

In 1899, the banana business in Honduras was mainly dominated by one company, the United Fruit Company. It was a tough business with ethics virtually nonexistent. Traders had no particular schedule. At the first stop, the skipper would send messengers to notify growers to send their fruit to the next call. But if the ship was already full before reaching some places which had been alerted, the vessel would send off to the United States, leaving the growers’ harvest to rot on the beach.

D’Antoni was the first trader to contract several large growers, pay a fixed price and take the entire crop, whether loaded or not, at a specific date. As a result, he rapidly expanded his business, tending to concentrate his activities among growers surrounding the villages of El Porvenir, La Ceiba and Balfate.

However, logistics remain chaotic ...

Nowhere in this zone existed anything resembling a harbor. When not using mules or human backs to transport bananas, growers had to float their fruit down river on barges which, when all was well, could be poled miles downstream and into the sea where they met the banana ship’s small boat for transfer to deep water. But many times during the year sandbars choked the streams, the barges could not pass.

In 1904, Felix Vaccaro obtained a concession for cutting a permanent channel through the bar of the river.

Beginning of the twentieth century, the construction of a railroad and a pier changes the situation radically

When Felix Vaccaro acquired the concession, he also built a few miles of narrow gauge railroad that would tap more banana plantations. The Vaccaro railroad in Honduras also played a major role in the nation’s history because it served as the only interior means of communication on the north coast.

The possible transportation of the fruit in railroad crib cars directly to the ships eliminated several dangers as well as destructive and improper handling of the fruit. In addition, the lack of an appropriate bay in La Ceiba made it necessary to build a pier that was strong enough to withstand both hurricane winds and ocean storms.
The newly constructed wharf began operations in 1910. Its length was 450 feet out into the sea and an adequate depth for all types of vessels of 17 feet. This structure permitted the unloading of the banana stems from the railroad crib cars into the yawning holds of the steamers.

For some reasons, the citizens of El Porvenir refused to let the line enter the village. As a consequence the Vaccaro railroad bypassed the village and continued east to La Ceiba, where they established their headquarters, bringing growth to the city.

**La Ceiba is Booming**

With the introduction of the train and the construction of the pier, the banana business flourished in the area. La Ceiba turned into a small town, requiring new services.

In 1912, thanks to the Company’s support, the city acquired its first gravity operated potable water supply system provided from the local river, together with a sewer system.

Starting in 1917, the Company installed a reliable supply of electricity and public lighting that functioned until January 1974, when the Company sold the system to a government-owned entity.

Vaccaro Brothers & Co. also obtained permission from the government of Honduras to operate a commercial bank. In February 1913, they opened the Banco Atlantida in La Ceiba. It was the first commercial bank operating in the country outside of the capital city. It soon became the dominant financial agency in the Republic with several branches.

The Company established for the potable water supply of La Ceiba began its operations as a subsidiary of Vaccaro Brothers & Co., and expanded into the ice and soft drink manufacturing business and Cervecería Hondureña, a brewery. In 1916, they began brewing and selling the famous Salva Vida beer. The brewery remained a Dole asset until 2001, when the Company sold its 97% stake to South African Breweries P.L.C.
**DID YOU KNOW?**

In the 1920’s, Additional Infrastructure Become Necessary to Accompany the City’s Development

In 1914, the Executive Power authorized Vaccaro Brothers to establish a factory for the production of cooking oils, soap and vegetable lard from coconuts and other plants existent in this sector. In 1928, the Company opened a dairy business.

In 1924, the Vaccaro Brothers Company constructed a hospital to provide medical services for employees, their families and the entire community. The hospital was named Hospital Vicente D’Antoni, a memorial to the name of the youngest member of Vaccaro Brothers & Co., who died of the Spanish flu at age 33. The hospital was donated to the Vicente d’Antoni Foundation, a non-profit organization made up of members from the Standard Fruit Company de Honduras (Dole) and members of the La Ceiba Municipality that still manages the hospital today.

In 1927, the Company also founded the Mazapan School. Mazapan School is now a small educational bilingual school offering an U.S.-style college preparatory instruction program. It is still owned and operated by Dole. Amidst the lush, tropical vegetation, the 300+ students attending Mazapan School become fluent in both English and Spanish, and receive a U.S. High School diploma and a Honduran Baccalaureate degree.

In 1930, the Company also built an airport and in 1954, a stadium and a church, both donated to the city of La Ceiba.
In October 1964, Castle & Cooke initially purchased a 55% interest in Standard Fruit. Finally, the Company acquired 100% of Standard Fruit in 1968.

Today, Dole is still active in Honduras. It employs over 9,000 workers in the production of bananas and pineapples and continues to support the local communities by maintaining and investing in numerous community programs.
WHO’S WHO?

For this sixth edition, we have interviewed Melquiades Hernandez, HR Director at Dolefil, our Packaged Foods division the Philippines.

Since 1963, Dolefil has been another superb example of how Dole has contributed, and still contributes, to bring support to and empower local communities.

Q: How has Dole contributed to the development of the Polomolok area since the company arrived in 1963?

A: Throughout its more than forty-nine year history in Polomolok, South Cotabato, Dole Philippines, Inc. has been providing employment, business and livelihood opportunities to thousands of residents in the community. Dole has earned a solid reputation of being the preferred employer in the region, with its compensation and benefit package which is clearly superior to those being offered by any other employer in the region, and comparable to the better employers countrywide.

Dolefil maintains a set of corporate values, foremost of which is its value on “People”. However, “People” within the meaning of its corporate value does not limit itself to Dole’s own employees. It includes that of continually seeking to improve and develop the social, cultural, moral and economic opportunities of people in the communities, including those in the far-flung barangays (local communities). Dole believes that the higher purpose of its continued corporate existence is in the development of people, employees and non-employees alike, and their respective communities. As the Company progresses so should its people and the community around it. We believe this objective sets it apart from other business enterprises whom may be less mindful of their role as a good corporate citizen.

True to its corporate social responsibility, direct interventions have been undertaken by Dole in the areas of education, environment, housing, water, health and medical care, infrastructure, transportation, safety, hygiene and sanitation, community organizational development, leisure/sports and recreation, value formation/spirituality, livelihood assistance, disaster coordination and assistance, to name a few. These direct interventions include extending financial and logistical support, technical assistance, representation and coordination with proper agencies, and hands-on administration on projects for the benefit of the community.

Dolefil is proud of its many accomplishments and pioneering corporate social responsibility projects which has touched the lives of thousands of people over many years. These projects are on-going, as it is enduring and will continue to benefit the people and future generations.
Dolefil rather took a low-profile approach on these significant achievements and accomplishments, taking consolation from the simple gestures of thanks and smiles from the beneficiaries. However, these interventions did not escape the attention and recognition of prominent award giving bodies. Thus, the company became the recipient of numerous awards and citations, the most recent of which is the 2011 Grand Kapatid Awards (Kapatiran Sa Industriya) of the Employers’ Confederation of the Philippines which is a shining testament to all the efforts and dedication of the men and women of Dolefil to its role as a good corporate citizen. But perhaps the best testament of all is the fact that progress and development has found its way into Polomolok, once a sixth-class municipality, but now a thriving first-class municipality, and soon to become a full-pledged city.

Q: The Howard Hubbard Memorial Hospital (HHMH) is one of the most important community programs implemented in Polomolok. Could you please tell us more about the hospital, its history, and its function?

A: HHHM is a 95-bed capacity industrial hospital. Dolefil established HHHM in 1967 to provide a medical facility primarily for its employees, their qualified dependents, and the community.

The hospital is currently managed by Mt. Matutum Health Care Foundation, a non-profit organization, and operates under the direction of the Department of Health.

The vision of the hospital is to be a center for wellness through a healthy workforce for Dole and a disease-free community and environment. It is the only tertiary hospital in the area and is a referral center by the neighboring lying-in facilities, health centers, primary and secondary hospitals. The hospital provides medical services through its different departments/services: medical, dental, nursing, laboratory, radiology, pharmacy, and dietary.

This vision is hoped to be achieved through the support of its Health Promotion Unit. This Unit works with Dole HR to develop, enhance and implement programs to attain a healthy workplace, like the Industrial Health Monitoring, TB-DOTS, Drug-free Workplace, Hearing Conservation Program and the recently-launched Wellness Program.

HHMH has a strong involvement with the community in conducting all-year round lectures for health awareness and disease prevention, working with the Local Government Unit for its Feeding and Nutrition Program, and medical/surgical missions and free blood & bone screenings.

Q: You source products from many different small farmers of the area and have implemented supporting programs for those farmers. Could you please tell us more about the ways Dolefil has partnered with them?

A: The comprehensive agrarian reform program (CARP) was launched by the government beginning in 1986. While it has been successful in distributing land to the landless, it has been criticized as not being able to
provide support structures to the small farmer beneficiaries such as financing, technological support and market for their produce, hence fell short of its objective to alleviate poverty.

Dolefil’s pineapple growership program was the best compliment to the CARP. It is a tripartite agreement among Dolefil, the farmer-grower and the LandBank of the Philippines. Dolefil provided the farmer beneficiaries-growers a proven technology in pineapple growing. The farmer beneficiaries-growers own the land and would work on the land themselves. And Landbank would provide the financing for the project. Since it was difficult for small farmers to individually have access to financing, the farmer beneficiaries were organized into grower-cooperatives. With the proven technology on pineapple growing from the company plus that the fact that it is an assured market for the produce at a pre-agreed price, not to mention the guaranty that the company was willing to extend to secure the financing, the bank was convinced to extend financing to the grower-cooperatives. It was a win-win relationship for all stakeholders.

The pineapple growership provided the farmers a viable alternative and better return compared to traditional crops like corn and rice. Soon enough the pineapple growership became one of the flagship CSR programs of the company on livelihood development.

As a result, these programs, together with the partnership opportunity paved way to an improved relationship with local government units and government line agencies (increased tax collection). More importantly, this program has brought what every community yearns – peace and prosperity.

Q: Dolefil has also been active in the environmental area. Could you expand on this?

Dolefil has also been very active in partnering with the local communities in order to improve the environmental conditions in which they live.

In addition to many different initiatives aimed at reforesting some areas, other programs include:

- **agro-forestry projects** used to rehabilitate the Mt Matutum watershed and protect the civet cats that produce the “highly expensive” coffee prepared using coffee cherries that have been eaten and partially digested by the cat, then harvested from its fecal matters.

- **“Chairs-for-Trees”**, an initiative aimed at recycling old pallets into kiddy tables. Those tables are then given to local schools. The school children then plant trees for each table received.

- **“Adopt-A-River” program**, an initiative aimed at rehabilitating 66 linear kilometers of riverbanks in order to reduce impact of flooding in farmlands along riverbanks in the 13 barangays of Polomolok.

WHO’S WHO?

Some of Dolefil’s growers
A Nursery Development Project, addressing Dolefil's demand for supplies of tree seedlings for its environmental and conservation projects and providing steady source of livelihood to members in the community.

Other initiatives include the recollection of solid waste in three highly-populated barangays of Polomolok and the formal recognition of the best backyard and community gardens.

Q: Dolefil has also received the support from our workers’ representatives to plant trees through the signing of a green clause. What is the idea behind the clause?

A: This was a novel approach for the company to partner with the incumbent labor union in supporting the environment. During the Collective Bargaining Agreement (CBA) negotiation between Dolefil and Labor Employees Association of Dolefil.Polomolok Hourlies (LEAD.PH), the union representing most of Dolefil’s workers, the parties recognized that there is a need to raise the level of its mutual support and cooperation for the environment, hence, they agreed to incorporate a “Green Clause” in their Collective Bargaining Agreement which would basically require all employees to volunteer to plant at least 10 trees per year during the five year lifetime of the CBA. The company provided the seedlings and the transportation to the planting site. The activity commenced last September 18, 2011 and is usually held during weekends. So far, 53,950 hills (bamboos and forest trees) were planted by 2,386 participants. The activity also increased awareness on environmental protection because usually the employees will bring along their family members during the activity. Representations have also been made with the Department of Labor and Employment to make the “Green Clause” a standard provision in all CBAs nationwide.
This newsletter has been produced by Dole’s Corporate Responsibility and Sustainability Department, based in Europe, with support from Suzi Irwin in Westlake Village.

We welcome your comments and contributions to the CR&S Newsletter.

Feel free to contact the CR&S department:

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