

WEEK 1 January 7, 2010

New Year and Way Forward

A very happy new year to all our stakeholders--- customers, employees, growers, suppliers, and other business partners.

Last week we looked back as 2009 ended with a bang. Notwithstanding the unstable global market condition, our company was able to deliver consistent volume and quality, along with our development steps, specifically on working towards new level of planning and system advancement through an improved Quality Management System.

Year 2010 is upon us. As we start the New Year, NEH shall relish the challenges that lie ahead. Together with Production, Quality Assurance, Growers' Support and Services, Sales and Marketing, Logistics, Engineering, Legal, Human Resource and Finance and Accounting Departments, we commit to continue in delivering best quality Cavendish bananas and providing better service to our strategic customers.

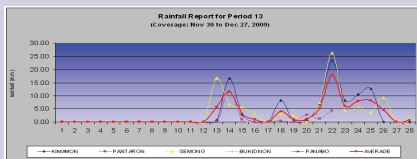
On behalf of the Management Team of NEH, I would like to wish us all a wonderful and a rewarding year in 2010.

Jeroen de Haas
General Manager
NEH Philippines

WEATHER



As of today, no tropical cyclone exists within the Philippine Area of Responsibility (PAR). Moderate to strong northeasterly surface wind-flow prevail over Luzon. Wind convergence affects Mindanao, with mostly cloudy with scattered rainshowers and thunderstorms. Average rainfall recorded in most NEH farms is at 6.53mm.



Average temperature

22°C to 32°C

EXCHANGE RATE

Against
1 USD

Japan = JPY 92.1558
Philippines = PHP 46.0532
Korea = KRW 1,137.4
China = CNY 6.8383
Iran = IRR 10,091.5

BUNKER PRICES: IFO 380

Fujairah = \$4981/mtd
Busan = \$ 545/mtd

mtd: metric ton including delivery costs

Source: www.oceanconnect.com As of January 7, 2010

MARKET UPDATE

• JAPAN

With a tough yellow market situation, green market remains to be tight. Fruits such as oranges and berries dominate the selling space due to the holiday season. Import volume of bananas is expected to improve gradually at end of January when demand of bargain sales show up. Average CNF prices for Regular Hands are around \$5.10 in Tokyo and \$5.60 in Osaka. The prices of CPs, however, are approximately \$6.00 per box in both Tokyo and Osaka.

• RUSSIA

Banana selling prices oscillated between almost \$8.20 to \$11.50 CIF per 18kg box in St. Petersburg. Around 700,000 boxes were discharged and almost 1 million boxes are expected for this week.

• MEDITERRANEAN

Banana selling prices in the Mediterranean were lower due to depressed sales as well. Large volumes of bananas from Central America are still available and consumption was reduced and market watchers reported cold storages full in many regions and difficult sales. Some additional volumes were introduced from the Baltic by Russian traders. The box of bananas was sold at around \$8.00 to \$8.50 CIF per 18kg box on CIF terms.

• ECUADOR

As a result of depressed markets, banana prices in Ecuador went under further pressure in the spot market and the government has announced a plan to buy around 3,000 bunches of bananas from small growers to be destined to feed cattle in regions affected by drought since months.

• MIDDLE EAST

Market demand remains at low level with excess supply of fruits in the gulf. Average market prices is at around \$10.00 to \$11.00 per box.

Price source for Russia, Mediterranean & Ecuador: SOPISCO NEWS week 52/09