



# *Your Supplier of Choice*

Providing superior customer value through Reliability,  
Customer Relationships and Innovative Technology.





July, 1990

Chris Rufer rents first tomato truck as a college summer job.

1970

The Morning Star Packing Company, Los Banos, CA Ribbon Cutting Day - July of 1990.

1990

The Morning Star Packing Company, Williams was founded.

1995

Liberty Packing Company, Santa Nella was founded.

2002

Purchased Valley Sun Products, Inc. (Sun-dried tomatoes)

2009

1977  
The Morning Star Company incorporated. (Trucking only)

1983  
Founded Ingomar Packing Company.

1992  
Paradise Tomato Kitchens partnership formed.

1995  
Cal Sun Harvesting was founded. Now Cal Sun Grower Services.

2003  
Joined CA Masterplant. (Greenhouse & transplanting)





## World's leading tomato ingredient processor.

Our mission is to produce tomato products which consistently achieve the quality and service expectations of our customers in a cost-effective, environmentally responsible manner. We provide bulk-packaged products to food processors and ingredient and finished products to the foodservice and retail trade.

At Morning Star, we deliver superior customer value through our dedication to providing a reliable supply of consistent quality product, value-added customer service, and sustainable pricing from innovation and scale. With three tomato processing facilities throughout California, we are the most geographically diverse processor in the industry - increasing our reliability of supply.

## It all started with one truck and a vision.

In 1970, Chris Rufer began Morning Star as a one-truck owner-operator, hauling tomatoes from fields to processing plants. Today, Morning Star supplies over 40 percent of the nation's markets with ingredient tomato paste and diced tomatoes. Our sales of tomato products are over \$800 million annually. And we still haul our tomatoes from the fields - just as our owner began his journey in 1970.

Morning Star operates factories with the largest production scale in the world, with innovative affiliate companies vertically integrated with a purpose. As the first processor to operate a dedicated processed organic line, it's clear that Morning Star thrives with constantly changing environments and markets. We have pioneered changes in production technology that have helped increase efficiencies throughout the industry. We have the broadest involvement in the global tomato industry and are active in tomato research to constantly find new ways to improve operations and deliver superior customer value.



# Why Morning Star



Extensive domestic and international industry relationships.



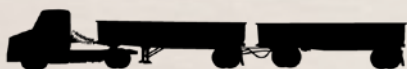
Diverse product offering to accommodate shifting market requirements.



Innovation focused ensuring consistently improved operations.



Organizational culture empowering colleagues to initiate change.



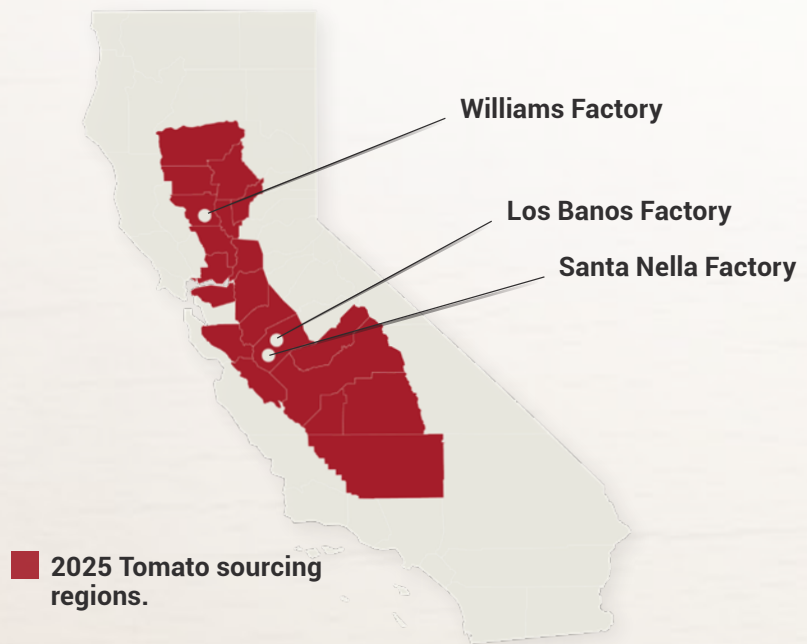
## Field-to-factory freshness and efficiency.

We harvest and haul our tomatoes from the field to the factory in the lightest weight trailers available. These allow us to bring in the freshest tomatoes around the clock in fewer loads, then process and pack them within 4 hours of harvesting.



## A reliable supply of consistent quality.

Our factories' geographically unique locations allow us to minimize the risks of crop failure and inclement weather by sourcing a proportionately equal volume of our tomatoes from most, if not all, counties that grow tomatoes in California. On an annual basis, we carefully select and contract with around 150 California family-owned and operated growers to ensure the quality and quantity of our tomatoes.



## California is the most prolific tomato growing region in the world for a reason.

Our ripe tomatoes, picked at the peak of season, are grown throughout California's Central Valley. Known for its predictably long, hot and rain-free summers, this fertile valley consistently produces 10 to 12 million tons (approx. 9.1 - 10.9 million mT) of processed tomatoes every season, which account for approximately 96% of the US tomato ingredient market and 33% of the global tomato ingredient market.



PASTE

## Value-added customer service.

At Morning Star, we offer our customers the greatest value by providing a comprehensive product offering, deep customer relationships with knowledgeable and resourceful Customer Service colleagues, and world-class product support from our technical and packaging engineers, QA/QC team and industry analysts. Our commitment to our customers is to deliver their specified quality, with excellent customer service, at prices that help them compete effectively.



- Our engineers and technicians can analyze your process and recommend ways our products will work best for you.
- Logistics and Customer Service colleagues are here to meet your needs and help solve problems.
- Our industry analysts research and report on key industry trends so you can better plan for the future.

We share information and encourage the free exchange of ideas. We believe that having a vested interest in every aspect of the business, from seed to final product, allows us to better serve our customers.





## Industry leader in size and innovation.

At Morning Star, we consistently strive to improve quality, increase efficiency, expand our operations, and create sustainable pricing through new and innovative technology, economies of scale, and vertical integration. Morning Star supplies around 10% of the world's ingredient tomato products, and has an average tomato paste production capacity that is three times that of the balance of the California industry.

### Los Banos, California (South)

Built in **1990**

Processing capacity: **665** tons/hour

**31%** Equivalent tomato paste

**218,017** Pounds/hour

Annual potential production of paste approximately **450 mil** pounds

### Williams, California (North)

Built in **1995**

Processing capacity: **1,348** tons/hour

**31%** Equivalent tomato paste

**441,859** Pounds/hour

Annual potential production of paste approximately **800 mil** pounds

### Santa Nella, California (South)

*(Liberty Packing Company)*

Purchased and rebuilt in **2002**

Processing capacity: **1,319** tons/hour:

(970 paste | 232 diced | 117 other)

**31%** Equivalent tomato paste

**328,257** Pounds/hour

Annual potential production of paste approximately **755 mil** pounds

Annual potential production of diced approximately **540 mil** pounds

### A history of innovation.

Our founder was the first to build a business exclusively producing and marketing ingredient tomato paste in California.

#### First tomato processor to:

- Market the 300-gal bag-in-box bin
- Develop the patented StarPak container
- Employ low energy gravity unloading systems

- Use natural cooling ponds
- Install a dedicated organic processing line
- Make important advancements in tomato paste production equipment used in the industry today.

#### Built to sustain a global industry.

Built for large scale efficient production, our factories' simple designs leverage gravity and size. This enables us to maintain reliable production throughout the season, including a dedicated organic line at our Santa Nella facility.

#### Our vertical integration has a purpose.

Our high level of vertical integration allows us to identify and control costs, then pass these benefits on to our customers. We grow approximately half of our transplants and transplant them in the fields. We also harvest and truck virtually all of our tomatoes.







## Sustainable practices for a healthy environment.

In partnership with our suppliers, we use economically viable practices to protect scarce resources; improve air, water, and soil quality; protect wildlife resources; and conserve non-renewable mineral resources. We reduce waste and pollution through technological innovation, conserve energy, and economize our use of water, pesticides and nutrients to those biologically required for a successful crop.



### **It all starts in the fields.**

Morning Star encourages its growers to invest in drip irrigation systems, which are the most efficient way to irrigate. Water is applied by precise application which allows for better utilization of our precious resource.

### **Every drop of water counts.**

Like any other resource, we do our best to reuse the water which we consume. Our factories have several system's with recirculating loops of water. Two to three different loops of water deliver and transport tomatoes into the factory. The evaporators use another recirculating loop inside the steam generation system, which returns the steam to the boilers, instead of being vented into the air.

### **Conserving electricity.**

Our facilities are specifically designed to minimize electrical power consumption. One primary way is the maximum use of steam turbines. Another is accomplished through the use of cooling ponds for the water used by evaporators. Water is pumped to the top of evaporators where it flows out the bottom and back to the cooling pond by gravity. Considering the massive volume of water that flows through the system, pumping the water only once saves approximately 2.2 million kilowatt hours per year, per factory.

### **Resource recovery.**

Our standard practice is to recover as many usable resources as possible from the various plant by-products. Most peel is further processed. Seeds and the remaining peel, called pomace, can be utilize it in a multitude of ways, including soil amendments, animal feed, or dehydrated into an ingredient powder for pet food. Seeds can be made into a nutrient rich additive.

### **Efficient natural gas consumption.**

Natural gas is primarily used to heat water to produce steam which is then used for a variety of purposes, ranging from heating product to turning turbines. We continually try to reduce the volume of natural gas which we consume.

### **Responsible packaging solutions.**

The containers we ship our product in are signs of our commitment to conserve and reuse. Just like other resources we use in the enterprise, we encourage our customers to recycle and reuse the containers we ship to them along with the tomato product.

### **Driving less.**

Our trucks haul two specially designed lightweight trailers that carry, on average, two tons more tomatoes per trip and still stay under the legal weight limit. This means fewer trips from the field to the factory, resulting in reduced emissions.

Our detailed Sustainability Brochure can be found online at [www.morningstarco.com](http://www.morningstarco.com)





FIRE ROASTED  
DICED

## Products you can rely on.

In addition to traditional ingredient products, we also offer additional organic products, green tomato products, crushed tomatillos, chile sauce and purees, custom formulated tomato products, tomato concentrates, high-fiber tomato pulp, ground pomace, dried tomato, foodservice and retail pouched and canned tomatoes, and several additional R&D products.

### Products

Hot Break Paste (26% - 31% NTSS)

Cold Break Paste (29% - 37% NTSS)

Concentrated Crushed (26% - 31% NTSS)

Ground in Puree

Puree (1.07)

Diced (3/8" to 1" cut)

Random Kitchen Cut in Puree

Fire Roasted Diced (1/2" or 3/4" cut)

Sun-Dried Tomatoes

### Organic Products

Organic Hot Break Paste (31% NTSS)

Organic Cold Break Paste (31% NTSS)

Organic Concentrated Crushed (26% - 28% NTSS)

Organic Diced (1/2" and 3/4" cut)



300-gallon aseptic  
bag-in-box



55-gallon aseptic fiber,  
plastic, and steel drum



30lb bag-in-box (sun-dried)  
25lb bag-in-box (sun-dried)

### Dedicated organic line for all season processing.

Morning Star offers a fully dedicated organic processing line at our Liberty Packing facility. By dedicating an entire processing line to organics, with a paste and diced production capacity of 320 tons/hour, we can consistently deliver high quality organic tomato products all season long. This consistency comes from sourcing our organic tomatoes throughout the season, instead of at the beginning when they may not be at peak quality.

*Ask your sales colleague about our extensive line of innovative value-added products.*



PASTE



CONC. CRUSHED



GROUND IN PUREE



PUREE



DICED IN JUICE



FIRE ROASTED SALSA



GREEN DICED



GREEN CRUSHED



FIRE ROASTED  
GREEN CRUSHED



RED CHILE PUREE  
(GREEN CHILE OPTION)



TOMATILLOS  
CRUSHED



FILTERED TOMATO  
CONCENTRATE  
(AGED OPTION)



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