

August 18, 2025

To our Valued Customers,

For several years our pineapple production has faced challenges resulting in volume reductions. Some of these challenges include, reduced planting acreage, wage mandates, increased operational costs, along with higher materials and transportation costs. This Fall, we are again estimating lower volumes.

Pineapples take approximately 18-22 months to mature for harvest. Our annual crop plantings are based on the expected demand from the local market. Our farm is currently sized to meet local demand with only occasional overflow volumes being sold to the US mainland.

Looking ahead at the balance of 2025, we will have reduced volumes of larger-sized fruit due to growing conditions and limited harvests. The reduction is compounded by the severe impact from NDF this year.

We are expecting a **gap** in total production from early September 2025 to the end of October 2025. We will do our best to inform our customer as soon as our weekly estimates are confirmed.

Thank you for your continued support and understanding.

Bryce Zane

Sr. District Sales Manager, Hawaii