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FOR IMMEDIATE RELEASE

2006 Apple Grower of the Year Recognized

WILLOUGHBY, Ohio (August 21, 2004) – *American/Western Fruit Grower*[™] magazine recently named Dan Boyer of Ridgetop Orchards in Fishertown, PA, as its 2006 Apple Grower of the Year award winner. The award, sponsored by Cerexagri-Nisso LLC, was announced in the August 2006 issue of *American/Western Fruit Grower* magazine. Boyer was honored on August 17th, 2006, at the U.S. Apple Association's Apple Crop Outlook & Marketing Conference at the Four Seasons Hotel in Chicago, IL.

“This has been a humbling experience, and I am honored to accept this award in front of my peers and my family,” said Boyer before an audience of apple industry growers, processors, and marketers.

The Apple Grower of the Year award honors those growers who demonstrate excellence in production and marketing, and professionalism in representing their industry. Eligible growers must be actively involved in operating or managing a commercial apple orchard, must be skilled horticulturists, and must display a record of service to the apple industry.

"The Apple Grower of the Year program is designed to salute a grower who embodies several qualities that make him or her stand out in the industry, including leadership, innovative production and marketing skills, and operating a successful orchard," said Brian Sparks, editor of *American/Western Fruit Grower* magazine. "The program recognizes those growers who can serve as the best example to their peers."

“Success in today’s marketplace requires technical expertise, the commitment to excellence, and flexibility. To go beyond success requires passion, creativity, and uncompromising dedication,” said Valeria Maltoni, communications manager at Cerexagri-Nisso LLC. “The 2006 Apple Grower of the Year, Dan Boyer of Ridgetop Orchards, embodies these qualities and more. Cerexagri-Nisso LLC joins *American/Western Fruit Grower* in recognizing and celebrating this outstanding leader in the apple industry.”

American/Western Fruit Grower magazine is published by Meister Media Worldwide, a leading communication and information center for specialized agriculture. The multimedia company serves producers of cotton, fruit, vegetables, ornamentals, and other businesses with more than two-dozen magazine titles, Internet offerings, events, and reference publications.

Photo identifications (left-right):

AGY4: Brian Sparks, and Dan Boyer

AGY6: Mark Boyer, Dan Boyer, Lois Boyer, Seth Boyer, Natalie Boyer

AGY10: Brian Sparks, Dan Boyer, Jon Miller (Cerexagri-Nisso LLC)