

News from the Global Trade Experts...

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OTIS ATTENDS NATURAL PRODUCTS EXPO WEST 2011 - ANAHEIM



On March 11th -13th Otis McAllister's Rice and Grains Division attended the 2011 Natural Products Expo West-the world's largest natural, organic, and healthy products trade show. The show was attended by over 58,000 buyers and industry members and annually serves as the industry's premier introductory forum for new and exciting products. In addition to representing OM's existing family of premium rice and grain offerings, this year Otis McAllister was proud to unveil its new line of Village Harvest fully cooked and frozen whole grains. The division was very pleased by the overwhelming response they received at the show.

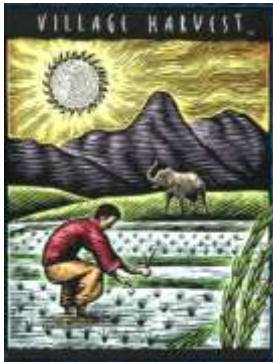
VILLAGE HARVEST RECEIVES HONORABLE MENTION IN COOKING LIGHT MAGAZINE

Not only an honorable mention - Cooking Light's Ann Taylor Pittman says in the upcoming April 2011 edition that she would like to see our Village Harvest cooked, frozen whole grains in all supermarkets. To read more about what she has to say about eating healthy, pick up a copy at your local news stand and find the article on page 24.

Cooking Light



Otis McAllister



HIMALAYAN PRIDE



OTIS MCALLISTER TOURS THAILAND, VIETNAM AND INDIA

Since 1892, Otis McAllister staff has traveled to the far corners of the world to personally visit with customers and suppliers, building long, lasting relationships in the process. Although modern technology provides alternatives for face-to-face meetings, we have found that visiting our production facilities and customers overseas not only helps keep relationships healthy; it helps to improve the quality of our product and services.

Vice President John Koppel completed an impressive tour of Bangkok, Khon Kaen, and other cities throughout Thailand in January, meeting with our production facility Thanyathip Rice Co., Ltd., where Otis McAllister has an ownership interest, as well as meeting with other important suppliers and brokers. Issues of quality control and assurance were heavily discussed along with other important issues, such product availability, pricing, and above all, product quality.

future facilities that provide services for needy children who are poor, without family, or are physically or mentally handicapped to see where we could best help out. It has been a long-standing part of Otis McAllister's corporate culture to give back to the communities where we do business.



John also traveled along the Mekong River delta in southern Vietnam to meet with other potential suppliers of Long Grain White rice, meeting with production facility staff and touring production facilities along relationships between suppliers and the local government is essential to establishing and maintaining a consistent supply of high-quality rice product to meet the ever-increasing demand for our Super Lucky Elephant, Village Harvest Rice, and

private label products. Only by visiting these facilities up close and personal can our staff accurately gauge the environment that allows our import business to thrive and grow.

John also traveled throughout India, visiting with our main supplier of high quality Basmati rice, as well as spending some quality time with our company-sponsored support and generosity of independent donors and corporate sponsors like Otis McAllister, Inc. For more information about the orphanage, you can visit www.childrenoffaithmissions.org.

Otis McAllister



ANNOUNCED
SUPERIOR RATING



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VILLAGE HARVEST RECEIVES HONORABLE MENTION IN THE OPRAH MAGAZINE

Earlier this year in Oprah's O Magazine, Village Harvest received another honorable mention about our unique, high-quality pourable, ready-to-microwave whole grains, like our brown rice, quinoa, and popular blends such as our Spicy Thai variety that cooks up in less than a minute. Look for the article entitled "*Frozen snacks, sandwiches, and sides for the health-conscious and time-stressed*" on page 150 of the January 2011 edition.

OTIS MCALLISTER ATTENDS HACCP TRAINING

As part of an ongoing, proactive element of Otis McAllister, Inc.'s quality assurance initiative, two members of the Quality Assurance team attended an important two-day Hazard Analysis and Critical Control Point (HACCP) NSF training course that was sponsored by the Organic Trade Association and attended by more than a dozen food producers through the US. Attending such training allows Otis McAllister employees to be kept up-to-date on the most recent information about food safety, including important procedures, voluntary and mandated policies and regulations, and important information about the laws and the reasons why food safety has become one of the most important topics in the food industry.

OTIS MCALLISTER'S LOGISTICS PARTNER EBJ EARNS "SUPERIOR" RATING FROM AIB AUDITORS

At Otis McAllister, Inc., we take great pride in partnering with only the highest quality and highest caliber companies in the food business. EBJ Warehouse in Oakland, California is just such a partner. On February 22, 2011, EBJ earned an impressive score of 995 points out of a possible 1000 from AIB International's auditors, earning a rating of "Superior" as a direct result. Congratulations to our partner in trade!

Otis McAllister



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OTIS MCALLISTER ATTENDS ANTAD 2011

Our Graciela Beck and Royce Nicolaisen participated the first half of March in the Antad show in Guadalajara. Antad is the most important annual food show in Mexico. It attracts suppliers and buyers from all over the world looking to either source Mexican products or to sell into the important Mexican market.

Otis McAllister and the California Canning Peach Association jointly sponsored our booth. Mr. Rich Hudgins, President and CEO of the CCPA graciously offered to help us man the booth. We kept him busy serving peach samples and extolling the benefits of California grown peaches. Otis McAllister has been for years the largest single supplier of U.S. peaches to Mexico.

OTHER UPCOMING TRADE SHOW EVENTS

Come visit us at Booth E6D041 at the Shanghai SIAL food show May 18-20, where we will be introducing Ghiradelli Chocolate Company products. We will also be attending the HOFEX food show in Hong Kong from May 11-14 just before SIAL.

Otis McAllister will be one of 2,500 vendors attending this year's 57th Summer Fancy Food Show in Washington, D.C. at the Walter E. Washington Convention Center from July 10th through the 12th. This food show is North America's largest specialty food and beverage event, complete with over 180,000 products, with more than 81 countries represented, and more than 24,000 attendees. We look forward to seeing you there!

OTIS INVOLVED IN JAPANESE RELIEF EFFORT



Otis McAllister, Inc. has been asked to help supply water for the Japan Relief Effort underway in Asia. The Japan Prime Vendor Platform has become the central hub for loading out food products to the US Military (mainly NAVY) in the region. Overnight our volume in Japan has seen significant surges over normal sales. Otis McAllister, Inc. takes this role very seriously and is committed to doing everything we can to support efforts currently underway. The primary focus of the Japan Relief Effort will be on supporting the American troops, their families and humanitarian efforts.

COMERICA RECOGNIZES LA SIRENA

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Otis McAllister, Inc. is the proud
recipient of the U.S. President's "E"
Award for Export Excellence.



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Robert Westerlund and Everett C. Golden, III

Our partner in banking, Comerica Bank presented Otis McAllister, Inc., with a 40+ pound cake on February 23, 2011, to recognize our success with the La Sirena brand. The cake was expertly created by Kathy's Kreative Kakes of San Mateo, California, and replicated in very great detail our La Sirena brand sardines in our world-famous oval tin. The cake was enjoyed by all at Otis McAllister and took three days to consume due to the enormous size as well as the many calories. For more information about the creation of this expertly-produced cake, you can visit www.kathyskakes.com.