



June 18, 2020

To: Graceland Fruit Customers

After four months of intense negotiations to strike a mutually beneficial agreement between CranGrow, their creditor CoBank, and Graceland Fruit Wisconsin, Inc., we were unable to reach an agreement. CranGrow's decision requires Graceland to cease operations at the Warrens Plant effective Thursday, June 18, 2020, and return the facilities to CranGrow after a brief transition period.

As our customer, you are at the forefront of our long-term and short-term success. Graceland values our relationships and felt it was important to inform you of this development as soon as possible. The Graceland Team was well prepared for this potential situation and is making all the necessary plans to meet the needs of our customers. For the last two years, Graceland has been operating under a long-term lease for the Wisconsin facility that had unfavorable financial terms. We engaged with the appropriate parties to outright purchase the plant. While disappointed that CranGrow and their lenders chose a different path, we are confident that we negotiated in good faith with all parties. Our team has put much effort into advancing the Warrens Plant to meet the Graceland quality and performance standards. Our single focus will be to turn its attention to creating more capacity in our Michigan Plant. The Graceland Fruit Board of Directors and Senior Leadership Team is more committed than ever to invest in the areas that will deliver higher quality products and service to each of you.

In reality, the Wisconsin Plant was never fully utilized due to the ongoing raw fruit shortage. We will redouble the efforts of our talented team and bring their creativity and innovation together to secure our grower partnership and fully utilize the assets within our company to their fullest potential. Graceland's transformation in the past 18 months is due to each of your contributions and spirit as sales partners and has positioned us better than ever financially and strategically. Graceland has a singular focus on using our creativity and innovation capabilities to meet the needs of our customers, while always doing what is best for our employees, customers, and shareholders.

Any questions regarding this matter can be directed to me.

Thank you,

Jeff Seeley
Executive Chairman of the Board & CEO