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1 2 3 4 5 6 7 8 9 10 11	 STEVE W. BERMAN (<i>pro hac vice</i> pendi TYLER S. WEAVER (<i>pro hac vice</i> pendir HAGENS BERMAN SOBOL SHAPIRO I 1918 Eighth Avenue, Suite 3300 Seattle, WA 98101 Telephone: (206) 623-7292 Facsimile: (206) 623-0594 E-mail: steve@hbsslaw.com tyler@hbsslaw.com ELAINE T. BYSZEWSKI (SBN 222304) CHRISTOPHER R. PITOUN (SBN 29023) HAGENS BERMAN SOBOL SHAPIRO I 301 North Lake Avenue, Suite 203 Pasadena, CA 91101 Telephone: (213) 330-7150 Facsimile: (213) 330-7152 E-mail: elaine@hbsslaw.com 	ng) LLP 25)
12 13 14	Attorneys for Plaintiff and the Proposed Construction UNITED STATES	
14	SOUTHERN DISTRI	CT OF CALIFORNIA
16	JUSTIN JABLONOWSKI, on behalf of himself and all others similarly situated,	No. '15CV262 GPC RBB
17 18	Plaintiff,	CLASS ACTION COMPLAINT
19	v.	
20	CHIQUITA BRANDS, INC., a New	
21	Jersey corporation,	
22	Defendant.	
23		
24		
25 26		
26 27		
27 28		
20	CLASS ACTIO	N COMPLAINT
	010429-11 682090 V1	

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Plaintiff Justin Jablonowski brings this action on behalf of himself and on behalf of all others similarly situated against Chiquita Brands International, Inc. ("Chiquita" or "Defendant"). Plaintiff's allegations are made on information and belief except as to allegations regarding himself which are based on personal knowledge. Plaintiff alleges as follows:

I. OVERVIEW

1. When a company falsely represents itself as an exemplar of environmental stewardship and/or omits the truth about its environmental and harvesting practices which would be material to a reasonable consumer, and thereby induces consumers to buy its products, that company has engaged in unfair and deceptive business practices.

2. This consumer class action arises from such practices, as employed by Chiquita, one of the world's largest producers of fruits and vegetables.

3. Chiquita markets its bananas as though all of them are farmed in an ecologically friendly and otherwise sustainable manner. Each banana has on it a "blue sticker" that, according to Chiquita, indicates that the banana has been produced in compliance with Chiquita's "strict standards" and is an "iconic symbol for high quality fruit." Among Chiquita's "strict standards" include practices that "conserve wildlife habitats, national resources and promote community well being." In fact, some of Chiquita's bananas – including bananas grown in impoverished areas of Guatemala – are produced in a way that destroys natural ecosystems, contaminates the drinking water of local communities, and poisons local residents. Chiquita fails to disclose in its marketing materials and at the point of sale that its production methods contaminate water supplies, destroy the crops of local communities, and cause illnesses in children.

4. Chiquita had a duty to disclose such material information to consumers based on its superior knowledge regarding the plantations on which its banana crops are grown. Lacking such material information, consumers purchased Chiquita bananas when they otherwise would not have.

5. Accordingly, Plaintiff brings this class action on behalf of himself and all other similarly situated Californians for violation of California consumer protection statutes, including CAL. CIV. CODE § 1750 *et seq.*, the Consumers Legal Remedies Act ("CLRA"); CAL. BUS. & PROF. CODE § 17200 *et seq.*, the Unfair Competition Law ("UCL"); and the California common law of fraud by concealment and unjust enrichment.

II. JURISDICTION

6. This Court has diversity jurisdiction over this action pursuant to 28 U.S.C.
§ 1332(a) and (d) because the amount in controversy for the Class exceeds \$5,000,000, and Plaintiff and other putative Class members are citizens of a different state than Defendant.

7. This Court has personal jurisdiction over Plaintiff because he submits to the Court's jurisdiction. This Court has personal jurisdiction over the Defendant because it conducts substantial business in the District, including specifically the sale of bananas to California residents which give rise to Plaintiff's claims against Defendant.

8. Venue is proper in this Court because Defendant sold bananas within this District and transactions at issue in this Complaint occurred within this District.

III. PARTIES

Plaintiff Justin Jablonowski is a resident and citizen of San Diego,
 California. In the late summer and fall of 2014, he purchased Chiquita bananas on a

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regular basis. Had Chiquita disclosed that its production methods contaminate water supplies, destroy the crops of local communities, and/or cause illnesses in children, he would not have purchased these bananas.

10. Defendant Chiquita is a for-profit corporation, and is one of the world's largest producers and marketers of "high quality" fresh fruits and fresh vegetables.
Defendant is registered in the State of Delaware, and maintains its principal place of business in Charlotte, North Carolina.

IV. FACTUAL ALLEGATIONS

11. Chiquita purchases millions of pounds of bananas per year from plantations that have caused significant environmental harm to ecosystems that have historically provided sustenance and livelihoods to approximately 7,200 Guatemalan people. Chiquita, which knew or should have known of this reality, nonetheless represented itself as selling bananas that had been produced in an environmentally sustainable manner and failed to disclose that production methods contaminate water supplies, destroy wetlands, cause flooding, destroy the crops of local communities, and cause illnesses in children.

Chiquita Claims to Have Abandoned its History of Destroying Latin American Communities and Environments

12. As Chiquita admitted in its 2000 Corporate Responsibility Report, the company has a "complex history" as a result of its direct descendance from the notorious United Fruit Company. United Fruit Company was known for its domination of Central America in the early 20th century, and especially Guatemala, where the company (in Chiquita's own words) was known for its "improper government influence, antagonism toward organized labor [] and disregard for the environment."

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A.

1	13. However, over the last 20 years, Chiquita has tried to remake its image by				
2	adopting policies and directives that it then promotes to the public as proof that the				
3	Chiquita's business practices have changed. In its 2009-2012 Corporate Social				
4	Responsibility Report ("CSR Report") published on its public website, Chiquita states:				
5					
6 7	In the past, our reputation was not what we aspire to today. We have learned from that history and it has helped form the basis of our commitment to high ethical standards.				
8	14. The CSR Report also states that the company's CEO and Board of				
9	Directors now "strongly support the company's commitment to high ethical, legal, and				
10	environmental standards."				
11	15. Similarly, Chiquita's adopted (and publicly declared) "Core Values"				
12	include that the company "conduct[s] business ethically and lawfully" and "act[s]				
13	include that the company conduct[s] business ethicarry and fawruny and act[s]				
14	responsibly in the communities and environments in which we live and work."				
15	16. The company has also declared in its Code of Conduct, as posted on its				
16	website:				
17 18	We will protect natural ecosystems, including water, soil and air, by implementing sound and safe operating practices.				
19	A variation of this same statement appears elsewhere in the Code of Conduct, declaring				
20	that Chiquita is "committed to protecting natural ecosystems, including water, soil and				
21	air, by implementing sound and safe operating practices."				
22	17. Chiquita has also declared in its Code of Conduct that it demands equally				
23	high standards from its suppliers:				
24					
25	We will also work with suppliers to ensure that they adopt environmental practices when providing goods or services,				
26	and will incorporate environmental considerations into our purchase decisions.				
27					
28					
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1	18	Chiquita has also made numerous specific declarations about how it has
2	cleaned u	its banana-growing operations. For example, according to a statement by
3	Chiquita'	CEO, Keith Lonergan, as reproduced in the CSR Report, "[o]ur bananas are
4 5	grown in	way that is respectful of the environment and the local communities,
6	consisten	with being a good and responsible citizen."
7	19	In its Code of Conduct, Chiquita also claims to actively encourage its
8	employee	to report any evidence that "one of Chiquita's suppliers is violating
9	environm	ntal protection laws" so that "action can be taken to protect Chiquita and our
0	commitm	nt to the environment."
1	20	Chiquita also states in the CSR that
3		Chiquita has taken several measures to reduce its water footprint [at banana] farms, as well as measures to reduce pollutant loadings to receiving waters:
5		
6		• Heavy mulching, cover crops and buffer zones to reduce water runoff.
7 8	B. Ch Re	quita Knows That Producing Bananas In An Environmentally ponsible Manner Is Important To Consumers
9	21	Chiquita knows that a reasonable and ordinary consumer wants to
0	purchase	roducts that come from a harvesting and production process that is
1	environm	ntally responsible. Thus Chiquita represents that it produces bananas in a
2	socially r	ponsible manner. It represents that:
23 24 25 26 27	100 Plar Moo Wild Res	ou know? of our banana tions have been ed to conserve e habitats, natural irces, and promote nunity well-being. ¹
28	¹ http:/	/ww.chiquita.com/The-Chiquita-Difference/Our-Story.aspx
		CLASS ACTION COMPLAINT - 5
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22. It further represents:

Loving the Planet

Banana farms need very specific conditions, such as land that is fertile, level, well drained, has sufficient moisture through rain or irrigation, and has good road connections to the ports where bananas are loaded onto ships. The success of our crops and our business is completely dependent on the environment, which is why it is vital we treat it well.

Water Conservation



We believe we have a duty to conserve water. Water plays an important role in banana. farming. A banana plant grows to a height of four meters (13 feet) in just nine months and requires a lot of water to do so. Most of the water comes from rainfall but in areas where water is scarce, we rely on irrigation using water from local aquifers, wells and rivers. This is why we are careful with the water we have and why water conservation is so important to LBS.

Pesticides



We believe in responsible farming. The hot and humid climate, combined with deep, fertile soils in tropical Latin America's growing regions, is ideal for growing bananas.

These conditions are also ideal for pests, diseases and weeds, which we need to control in order to sustain high quality production of bananas. We're continually looking for better, more sustainable and practicable ways to control pests, disease and weeds.

Sustainability



We believe in the <u>sustainable</u> <u>use of all resources</u>. Every year, we recycle or reuse over 2,000 metric tons of the plastic bags and twine used on company farms.

We also reuse the wooden pallets that banana boxes are stacked on, which saves 35,000 trees each year, and we turn discarded fruit materials into energy to power one of our workplaces.

Conservation



We believe in protecting and restoring natural habitat. We are <u>committed to protecting</u> <u>forests and reforestation</u>, having planted nearly one

million trees and bushes, the equivalent to over 1,000 hectares of forest, since 1992.

Discover the steps we are taking to conserve the biodiversity of the regions in Latin America where our basana farms are located.

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Carbon Emissions Reduction

2	We believe in reducing our					
3	carbon emissions and that as a business we have the					
	opportunity to decrease our					
4	carbon footprint substantially.					
5	This is good for our business					
6	and for the environment.					
	We have committed to					
7	reducing our carbon emissions					
3	by 30% by 2020. From 2009 to					
)	2011, we purchased or leased					
	7,000 new energy-saving containers which reduced our					
)	CO2 emissions by 17,000-tons					
	per year.					
	23. Chiquita has also declared on its website that the following					
	"conservation and reforestation practices" are employed where its bananas are					
	grown:					
	• "Planting tree 'screens' to help to keep agrichemicals where they					
	need to be and away from people."					
	• "Forbidding any deforestation to protect natural habitats."					
	• "Reforesting any land not used for banana production to eliminate					
	soil erosion."					
	• "Using native species to maintain the local ecosystem."					
	• "Protecting existing forests and natural ecosystems (wetlands,					
	lagoons, etc.) to preserve resources."					
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24.	Chiquita's website has also made the following declarations about the
growing co	onditions of bananas sold under its label: ²
a.	"The banks of all natural watercourses are reforested and protected from
erosion."	
b.	"All drainage ditches on our banana farms are planted with cover crops
and no che	mical weed control is allowed."
c.	"We have discontinued routine, blanket applications, and we now apply
pesticides	only when and where necessary."
d.	"We apply pesticides in ways that protect the health, safety, and well-
being of ou	r workers and the environment."
e.	"All workers using pesticides receive special training and safety gear."
f.	"To avoid risks of accidents and harm to human health and the
environme	nt, we store all pesticides in appropriate, controlled facilities."
g.	"We apply fertilizers only in small amounts."
h.	"We utilize solid waste traps at all our packing stations to help to keep
the rivers a	and streams clean."
i.	"Given the importance of water as a natural resource, we are committee
to explorin	g additional ways to use water more efficiently and to ensure that the
remains on	statements in this paragraph appear in the 2000 CSR Report. This report Chiquita's website for the public to read and review before purchasing and has not been disavowed in any aspect.
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water that leaves our farms is as clean as the water that enters. Chiquita has undertaken a host of infrastructure and monitoring efforts to preserve water quality."

25. Defendant knew, or should have known, that the statements in paragraphs 13 to 24 were false. Defendant knew or should have known that these statements were not true for all of the bananas it sells under the Chiquita brand.

26. Defendant's website is, and always has been, available for review by consumers in California seeking information about bananas sold under the Chiquita label.

C. At the Point of Sale, Chiquita Represents that its Products Meet "Strict Standards"

Chiquita bananas all are sold with a "famous blue sticker" that represents bananas that meet Chiquita's "strict standards."

In a recent independent survey, consumers indicated that they prefer the taste of Chiquita bananas by more than 2 to 1 over the next leading brand. But we're not surprised, only those bananas that meet our strict standards can earn the famous blue sticker!

Quite Possibly, The World's Perfect Food®

27. According to Chiquita the blue sticker represents a "high quality" product.

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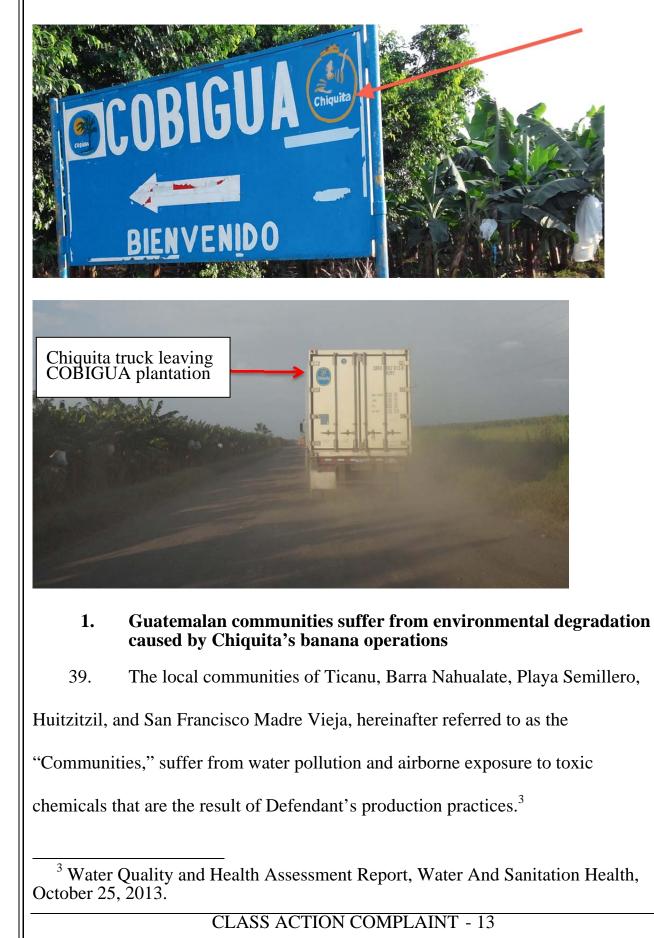
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did you kno Chiquita-owned farms are 100% Rainforest Allia Certified.	Our Chiquita stickers have become an iconic symbol for high-quality fruit and
D. America that Pro	n Consumers Are "Conscious Consumers" and Are Demand ducts Be Produced in a Healthy and Responsible Manner
28. Re	ecent studies of consumer behavior evidence that consumers wan
products they b	uy to be produced in a healthy manner, by companies that are ho
in their practice	es. A 2007 study by BBMG (a brand consulting firm) reported the
-	onal survey on consumers' attitudes as to why they buy certain
products:	onal survey on consumers actuaces as to why they buy certain
na ind co ac Ad Re "c to pr su <u>en</u> of 29. Th purchasing beh He or he	the first major study to combine field observations with a tional survey on purchasing behavior and social values, creasingly conscious consumers are demanding that mpanies <u>be transparent about their practices</u> and <u>countable for their impact on people and the planet</u> . ecording to the inaugural BBMG Conscious Consumer eport, nearly nine in ten Americans say the words onscious consumer" describe them well and are more likely buy from companies that manufacture energy efficient oducts (90%), promote health and safety benefits (88%), pport fair labor and trade practices (87%) and <u>commit to vironmentally-friendly practices (87%)</u> , if <u>products are equal quality and price</u> . (Emphasis added.) the BBMG report found that five core values drive consumers' avior, three of which are relevant here: ealth and Safety. Conscious consumers seek natural, ganic and unmodified products that meet their essential alth and nutrition needs. They avoid chemicals or sticides that can harm their health or the planet. They are
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	looking for standards and safeguards to ensure the quality of the products they consume.
	Honesty. Conscious consumers insist that companies reliably and accurately detail product features and benefits. They will reward companies that are honest about processes and practices, authentic about products and accountable for their impact on the environment and larger society. Making unsubstantiated green claims or over promising benefits risks breeding cynicism and distrust.
	Doing Good. Finally, conscious consumers are concerned about the world and want to do their part to make it a better place. From seeking out environmentally-friendly products to rewarding companies' fair trade and labor practices, they are making purchasing choices that can help others. These consumers want to make a difference, and they want brands to do the same.
30.	The survey also found the following consumer preferences regarding
company pr	ractices and purchasing:
D	esired Company Practices:
	90%Manufactures energy efficient products88%Promotes consumer health and safety benefits87%Supports fair labor and trade practices87%Commits to environmentally-friendly practices86%Manufactures its products in the USA86%Supports local businesses and suppliers82%Committed to animal rights and cruelty-free practices
31.	As set forth below, Chiquita is not transparent about its production
practices an	nd violates consumers' core values with respect to "environmentally-
friendly pra	ctices" and "health and safety benefits."
32.	A June 2014 study released by Nielsen N.V. found that "consumers
around the	world are saying loud and clear that a brand's social purpose is among the
factors that	influence purchase decisions."
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1		33.	These studies indicate that information on how a product might be
2	harm	ing loc	cal communities where it is harvested is material to the average consumer.
3 4	E.		uita Has Omitted Mention of the True Conditions Under Which uita Bananas Are Grown in Guatemala
5		34.	Chiquita's carefully crafted marketing campaign omits any mention of
6	the tr	ue con	nditions under which a substantial portion of its bananas are grown.
7		35.	Chiquita buys a substantial amount of its bananas from farms it does not
8 9	own,	includ	ling a Guatemalan company named COBIGUA. Between January 1,
10	2012	to Dec	cember 31, 2012, Defendant purchased more than 639 million pounds of
11	banai	nas fro	om COBIGUA.
12	,	36.	COBIGUA's banana sales to Chiquita represent approximately 95
13	perce	ent of a	all the Company's banana sales.
14		37.	COBIGUA is at a minimum a <i>de facto</i> subsidiary of Chiquita, and may
15 16			
10	be or	was a	n actual subsidiary of Chiquita at certain times.
17	,	38.	Trucks bearing Chiquita's logo are routinely observed entering and
19	leavi	ng CO	BIGUA's banana fields, and entrances to COBIGUA's fields bear
20	Chiq	uita's 1	name:
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			CLASS ACTION COMPLAINT - 12
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40. The Communities represent 1,200 families (an estimated 7,200 people) in the municipality of Tiquisate in the district of Esquintla in Guatemala.

41. COBIGUA operates and subcontracts operations on banana plantations in the municipality of Tiquisate, department of Esquintla Guatemala. This area is hereinafter referred to as the "Affected Area."

42. COBIGUA grows bananas in the area surrounding the Nahualate River and Madre Vieja River, the Affected Area. The people of the Communities in the Affected Area surrounding the Nahualate River and Madre Vieja River have historically depended on the rivers for their livelihoods and ground water for the provision of clean drinking water.

43. COBIGUA contaminates rivers and drinking water in the affected area with fertilizers, pesticides, fungicides, and organic matter.

44. COBIGUA mixes fertilizers into its irrigation system every 14 to 21 days and aerial fumigates its banana fields every 6 to 8 days using toxic chemicals like dithane, paraquat (gramoxone), and mocap (ethoprop).

45. Studies done by the U.S. Environmental Protection Agency state dithane contains cancer-causing elements and a survey conducted in the Philippines shows elevated levels of cancer, birth defects, cerebral palsy, and asthma in communities living near plantations using dithane.

46. COBIGUA spreads approximately 420 gallons of various fungicides over its banana trees every 8 to 10 days to control the spread of the fungus *sigatoka negra*.

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47. COBIGUA uses no buffer zone for aerial fumigation of plants that border schools and homes, despite the fact that aerial fumigation requires a 100meter buffer zone for the safety of those nearby.⁴

48. COBIGUA's use of aerial fumigation combined with no buffer zone results in toxic chemical residues visibly seen on the Communities' school's roof and playground.



49. The use of these toxic chemicals causes children in the Communities to suffer nausea, dizziness, vomiting, skin rashes, and other health problems.

50. Adults in the Communities have reported fever, vomiting, and skin

rashes occurring after aerial fumigation.

⁴ Graham Matthews, *Pesticide Application Methods* (2008). CLASS ACTION COMPLAINT - 15

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51. In one study, 60 percent of those interviewed in the Communities stated they have received an actual "pesticide shower" during aerial fumigation with visible indication of white particulates on their arms and legs.

52. The Communities' drinking water has levels of nitrites, nitrates, and heavy metals that are 10 times the maximum level recommended by the World Health Organization.

53. Nitrites, nitrates, and heavy metals are chemicals commonly found in pesticides, fungicides, and fertilizers used in the farming of bananas.

54. COBIGUA has no buffer zone for aerial fumigation bordering open water sources, rivers, and streams.⁵

55. COBIGUA has not reforested along the banks of river and streams.



⁵ Conservation Agriculture Network, *Complete Standards for Banana Certification* (2013), "Buffer zones must be established along rivers, lakes, and ravines and around springs to control sedimentation and contamination."

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56. Because of the contamination described in paragraphs 39 to 55, floodwaters annually deposit toxic chemicals directly on the plains where Community members have historically farmed corn.

57. These toxic chemicals directly threaten the livelihoods of the Community members.

58. COBIGUA operates an open dumpsite next to an open water source used by the Communities. Leachate from the waste leaks into the open water source.



2. Independent sources confirm environmental degradation from Chiquita's Guatemalan operations

59. In 2013, Water & Sanitation Health, Inc. ("WASH"), a non-profit organization registered in the State of Washington that helps impoverished villages across the world build sustainable clean-water systems, learned that drinking water in the Communities had been contaminated by COBIGUA's operations on behalf of Chiquita.

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1 60. WASH agents visited the Communities and conducted their own 2 research. They found that the Communities' drinking water had been contaminated. 3 61. Chiquita nowhere discloses that methods used to produce its bananas 4 contaminate water supplies, destroy the crops of local communities, and cause 5 illnesses in children. 6 62. Chiquita had a duty to disclose such material information to consumers 7 8 based on its superior knowledge regarding the foreign plantations on which its 9 banana crops are grown. 10 63. Lacking such material information, consumers purchased Chiquita 11 bananas when they otherwise would not have. 12 Plaintiff Purchased Bananas Because of Chiquita's Omissions and F. 13 **Misrepresentations** 14 64. Plaintiff avoids purchasing foodstuffs and other products from 15 16 companies that destroy clean-water systems in impoverished villages. 17 In the late summer of 2014, Plaintiff learned that Chiquita's competitor, 65. 18 Dole, grew bananas in ways that polluted water sources of Guatemalan villages. He 19 therefore stopped buying Dole bananas and researched other companies to determine 20 21 if those companies grew their bananas in a more responsible fashion. 22 As part of that research, Plaintiff searched Defendant's website for 66. 23 information about Defendant's environmental practices. Plaintiff did this to learn 24 25 about Defendant's environmental and local social responsibility record. 26 27 28 **CLASS ACTION COMPLAINT - 18**

67. Plaintiff relied on Defendant's advertising representations and labeling described above when he decided to purchase Defendant's bananas.

If Defendant's website and labeling had not omitted and/or 68. misrepresented the truth about how Chiquita bananas are grown, Plaintiff never would have purchased bananas bearing the Chiquita label.

69. Plaintiff later learned that these representations were false, and that Defendant in fact pollutes and otherwise destroys the drinking water of communities.

V. **CLASS ACTION ALLEGATIONS**

70. Plaintiff seeks certification of a Class defined as follows: All persons who purchased Chiquita bananas in California.

71. Excluded from the Class are Defendant, its employees, co-conspirators, officers, directors, legal representatives, heirs, successors and wholly or partly owned subsidiaries or affiliated companies; class counsel and their employees; and the judicial officers and their immediate family members and associated court staff assigned to this case. The proposed Class is both ascertainable and shares a welldefined community of interest in common questions of law and fact. Furthermore, this action satisfies the numerosity, commonality, typicality, adequacy, predominance and superiority requirements.

72. Plaintiff does not know the exact number of Class members at the present time. However, due to the nature of the trade and commerce involved, there are many thousands of class members, such that joinder of all Class members is impracticable.

73. Questions of law and fact are common to the Class and predominate over questions affecting only individual members, including, inter alia, the following:

Whether the COBIGUA plantation on which Chiquita bananas a. are grown employed production methods that polluted local lands and water supplies, destroyed the crops of local communities, and caused illnesses in children and adults:

b. Whether Chiquita failed to disclose that production methods employed by the COBIGUA plantation polluted local lands and water supplies, destroyed the crops of local communities, and caused illnesses in children and adults;

Whether Chiquita had a duty to make these disclosures based on c. its superior knowledge regarding the foreign plantations on which its banana crops are grown;

16 d. Whether the undisclosed information would be material to a 17 reasonable consumer;

Whether the nondisclosures were likely to deceive a reasonable e. consumer in violation of the CLRA and UCL;

f. Whether the nondisclosures constitute an unlawful business 22 practice in violation of the UCL;

23 Whether the nondisclosures constitute an unfair business practice g. 24 in violation of the UCL; 25

Whether Chiquita's unlawful, unfair, and/or deceptive practices h. harmed Plaintiff and the members of the Class;

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i. Whether Chiquita was unjustly enriched by its deceptive practices; and

j. Whether Plaintiff and the members of the Class are entitled to damages, restitution, and/or equitable or injunctive relief.

74. Plaintiff's claims are typical of the claims of the Class members as described above, and arise from the same course of conduct by Chiquita and COBIGUA. The relief Plaintiff seeks is typical of the relief sought for the absent Class members.

75. Plaintiff will fairly and adequately represent and protect the interests of all absent Class members. Plaintiff is represented by counsel competent and experienced in both consumer protection and class action litigation.

76. A class action is superior to other available methods for the fair and efficient adjudication of this controversy, since joinder of all the individual Class members is impracticable. Furthermore, because the restitution and damages suffered, and continue to be suffered, by each individual Class member may be relatively small, the expense and burden of individual litigation would make it very difficult or impossible for individual Class members to redress the wrongs done to each of them individually and the burden imposed on the judicial system would be enormous.

77. The prosecution of separate actions by the individual Class members would create a risk of inconsistent or varying adjudications with respect to individual Class members, which would establish incompatible standards of conduct for Defendant. In contrast, the conduct of this action as a class action presents far fewer

management difficulties, conserves judicial resources and the parties' resources, and protects the rights of each Class member.

VI. CAUSES OF ACTION FIRST CAUSE OF ACTION VIOLATIONS OF THE CONSUMER LEGAL REMEDIES ACT (CAL. CIV. CODE § 1750, *ET SEQ*.)

78. Plaintiff realleges and incorporates by reference all paragraphs alleged herein.

79. Defendant is a "person" under CAL. CIV. CODE § 1761(c).

80. Plaintiff is a "consumer," as defined by CAL. CIV. CODE § 1761(d), who purchased bananas sold by Defendant.

81. By failing to disclose that production methods employed by companies producing its bananas expropriated and contaminated water supplies, destroyed wetlands, caused flooding, destroyed the crops of local communities, and caused illnesses in children, Chiquita engaged in deceptive business practices prohibited by the CLRA, CAL. CIV. CODE § 1750, *et seq.*, including (1) representing that products have characteristics, uses, benefits, and qualities which they do not have; (2) representing that products are of a particular standard, quality, and grade when they are not; and (3) advertising products with the intent not to sell them as advertised.

82. Chiquita had a duty to make these disclosures based on its superior knowledge regarding the foreign plantations on which its banana crops are grown, as well as its affirmative misrepresentations to the contrary.

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83. A reasonable consumer would not have purchased nor paid as much for the bananas had Chiquita disclosed the truth about the environmental degradation and adverse health effects caused by the methods used in producing its bananas, as that information is material to a reasonable consumer.

84. As a result of its violations of the CLRA detailed above, Defendant has caused and continues to cause actual damage to Plaintiff and members of the Class and, if not stopped, will continue to harm them. Had Plaintiff known the truth about the environmental degradation and adverse health effects caused by the methods used in producing Chiquita bananas, he would not have purchased the bananas.

85. In accordance with Civil Code § 1780(a), Plaintiff and members of the Class seek injunctive and equitable relief for Defendant's violations of the CLRA. In addition, after mailing appropriate notice and demand in accordance with Civil Code § 1782(a) & (d), which occurred on January 30, 2015, Plaintiff will subsequently amend this Complaint to also include a request for damages. Plaintiff and members of the Class request that this Court enter such orders or judgments as may be necessary to restore to any person in interest any money which may have been acquired by means of such unfair business practices, and for such other relief, including attorneys' fees and costs, as provided in Civil Code § 1780 and the Prayer for Relief.

86. Plaintiff includes an affidavit with this Complaint that shows venue in this District is proper, to the extent such an affidavit is required by CAL. CIV. CODE § 1780(d) in federal court.

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SECOND CAUSE OF ACTION VIOLATION OF THE CALIFORNIA UNFAIR COMPETITION LAW (CAL. BUS. & PROF. CODE § 17200, *ET SEQ*.)

87. Plaintiff realleges and incorporates by reference all paragraphs alleged herein.

88. California Business and Professions Code section 17200 prohibits any "unlawful, unfair, or fraudulent business act or practice." Chiquita has engaged in unlawful, fraudulent, and unfair business acts and practices in violation of the UCL.

89. Chiquita has violated the unlawful prong by its violation of the CLRA described above.

90. Chiquita has violated the fraudulent prong of section 17200 because the omissions regarding the production of its bananas as set forth in this Complaint were likely to deceive a reasonable consumer, and the information would be material to a reasonable consumer.

91. Chiquita has violated the unfair prong of section 17200 because the acts and practices set forth in the Complaint offend established public policy and because the harm they cause to consumers greatly outweighs any benefits associated with those practices. Chiquita's conduct has also impaired competition within the bananas market and has prevented Plaintiff from making fully informed decisions about whether to purchase Chiquita bananas and/or the price to be paid. Defendant's conduct also offends established public policy.

92. The Named Plaintiff has suffered injury in fact, including the loss of money or property, as a result of Defendant's unfair, unlawful, and/or deceptive practices. As set forth in the allegations concerning Plaintiff, in purchasing bananas

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the Plaintiff relied on the omissions of Chiquita. Had the Named Plaintiff known the
truth about the environmental degradation and adverse health effects caused by the
methods of production of Chiquita bananas, he would not have purchased the
bananas.

93. All of the wrongful conduct alleged herein occurred, and continues to occur, in the conduct of Defendant's business. Defendant's wrongful conduct is part of a pattern or generalized course of conduct that is still perpetuated and repeated throughout the State of California and nationwide.

94. Plaintiff requests that this Court enter such orders or judgments as may be necessary to enjoin Defendant from continuing their unfair, unlawful, and/or deceptive practices and to restore to Plaintiff and members of the Class any money Chiquita acquired by unfair competition, as provided in CAL. BUS. & PROF. CODE § 17203, and for such other relief set forth below.

THIRD CAUSE OF ACTION FRAUD BY CONCEALMENT (BASED ON CALIFORNIA COMMON LAW)

95. Plaintiff realleges and incorporates by reference all paragraphs alleged herein.

96. As set forth above, Chiquita concealed material facts concerning the production methods of its bananas. Chiquita had a duty to make these disclosures based on its superior knowledge regarding the foreign plantations on which its banana crops are grown, as well as its affirmative misrepresentations to the contrary.

97. Chiquita actively concealed material facts, in whole or in part, with the intent to induce Plaintiff and members of the Class to purchase their bananas.

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98. Plaintiff and the Class were unaware of these omitted material facts and would not have acted as they did if they had known of the concealed facts.

99. As a result of the concealment of the facts, Plaintiff and the Class sustained damage in an amount to be determined at trial.

FOURTH CAUSE OF ACTION

UNJUST ENRICHMENT / COMMON LAW CLAIM FOR RESTITUTION (BASED ON CALIFORNIA COMMON LAW)

100. Plaintiff realleges and incorporates by reference all paragraphs alleged herein.

101. As a result of its wrongful acts and omissions, as set forth above, Chiquita obtained monies which rightfully belong to Plaintiff. Had Plaintiff known the truth about the environmental degradation and adverse health effects caused by the methods of production of Chiquita bananas, he would not have purchased the bananas.

102. Chiquita enjoyed the benefit of increased financial gains, to the detriment of Plaintiff and other Class members. It would be inequitable and unjust for Chiquita to retain these wrongfully obtained profits.

103. Plaintiff, therefore, seeks an order requiring Chiquita to make restitution to him and other members of the Class.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff, individually and on behalf all others similarly situated, respectfully requests that this Court enter a judgment against Chiquita and in favor of Plaintiff, and grant the following relief:

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A. Determine that this action may be maintained as a Class action with respect to the Class identified herein and certify it as such under Rule 23(b)(3), or alternatively certify all issues and claims that are appropriately certified, and designate and appoint Plaintiff as Class Representative and his counsel as Class Counsel;

B. Declare, adjudge, and decree the conduct of the Defendant as alleged herein to be unlawful, unfair, and/or deceptive;

C. Notify all Class members of the truth regarding the methods of production for Chiquita bananas;

D. Award to Plaintiff and Class members actual, compensatory damages, as proven at trial;

E. Award Plaintiff restitution of all monies paid to Defendant as a result of unlawful, deceptive, and unfair business practices;

F. Award Plaintiff and the Class members exemplary damages in such amount as proven at trial;

G. Award Plaintiff and the Class members reasonable attorneys' fees,costs, and pre- and post-judgment interest; and

H. Award Plaintiff and the Class members such other further and different relief as the nature of the case may require or as may be determined to be just, equitable, and proper by this Court.

JURY TRIAL DEMAND

Plaintiff, by counsel, requests a trial by jury on his legal claims, as set forth herein.

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1 2	DATED: February 9, 2015	HAGENS BERMAN SOBOL SHAPIRO LLP
3		
4		By: <u>s/ Christopher R. Pitoun</u> Christopher R. Pitoun (SBN 290235)
5		Elaine T. Byszewski (SBN 222304) 301 North Lake Avenue, Suite 203
6		Pasadena, CA 91101
7		Telephone: (213) 330-7150 E-mail: elaine@hbsslaw.com
8		christopherp@hbsslaw.com
9		Steve W. Berman (<i>pro hac vice</i> pending) Tyler S. Weaver (<i>pro hac vice</i> pending)
10		HAGENS BERMAN SOBOL SHAPIRO LLP 1918 Eighth Avenue, Suite 3300
11		Seattle, WA 98101
12		Telephone: (206) 623-7292 E-mail: steve@hbsslaw.com
13		Attorneys for Plaintiff and the Proposed Class
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DECLARATION RE CLRA VENUE

I, Justin Jablonowski, do hereby declare and state as follows:

 I am a party plaintiff in Justin Jablonowski, on behalf of himself and all others similarly situated v. Chiquita Food Company, Inc., a Delaware corporation.
 Pursuant to CAL. CIV. CODE § 1780(d), I make this declaration in support of the Class Action Complaint and the claim therein for relief under CAL. CIV. CODE § 1780(a). I have personal knowledge of the facts stated herein and, if necessary, could competently testify thereto.

2. This action for relief under CAL. CIV. CODE § 1780(a) has been commenced in a county that is a proper place for trial of this action because Chiquita does business throughout the State of California.

This declaration is signed under penalty of perjury under the laws of the State of California this 5% day of February, 2015.

Justin Jelonand

CLASS ACTION COMPLAINT

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Case 3:15-cv-00262-GPEIREB COVER SHEET 15CV262 GPC RBB 12

JS 44 (Rev. 12/12)

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. *(SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)*

□ 210 Land Condemnation □ 440 Other Civil Rights Habeas Corpus: Income Security Act □ 870 Taxes (U.S. Plaintiff or Defendant) Act/Review or Appeal of Agency Decision □ 220 Foreclosure □ 441 Voting □ 463 Alien Detainee □ 670 Taxes (U.S. Plaintiff or Defendant) Act/Review or Appeal of Agency Decision □ 230 Rent Lease & Ejectment □ 442 Employment □ 510 Motions to Vacate Sentence □ 871 IRS—Third Party 950 Constitutionality of State Statutes □ 240 Torts to Land □ 443 Anousing/ □ 530 General □ 530 General □ 950 Constitutionality of State Statutes State Statutes □ 290 All Other Real Property □ 445 Amer. w/Disabilities - Employment □ 530 General □ 462 Naturalization Application □ 540 Vaturalization Application	I. (a) PLAINTIFFS JUSTIN JABLONOWSKI, on behalf of himself and all others similarly situated				DEFENDANTS CHIQUITA BRANDS, INC.		
Christopher É, Pitoun, Hagens Bermán Sobol Shapiro LLP 301 North Lake Avenue, Suite 203, Pasadena, CA 91101 (213) 330-7150 II. BASIS OF JURISDICTION (<i>Place an "X" in One Box Only</i>) 1 U.S. Government Plaintif 0 3 Federal Question Plaintif 0 3 Federal Question Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government Plaintif 0 3 Federal Question Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government 2 U.S. Government Plaintif 0 (<i>J.S. Government Not a Party</i>) 2 U.S. Government 2 U.S. Government 2 U.S. Government 1 0 Instance 1 10 Antipune Poduet 1 31 Atplane Poduet 1 30 Atplane Atplane 1 40 Athrivat 1 40 At	(b) County of Residence of First Listed Plaintiff San Diego				(IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.		
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VII. REQUESTED IN COMPLAINT: CHECK IF THIS IS A CLASS ACTION DEMAND \$ CHECK YES only if demanded in complaint: JUNDER RULE 23, F.R.Cv.P. JUNDER RULE 23, F.R.Cv.P. JURY DEMAND: Yes No		CHECK IF THIS	IS A CLASS ACTION			•	*
VIII. RELATED CASE(S) IF ANY (See instructions): JUDGE DOCKET NUMBER			JUDGE			DOCKET NUMBER	
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FOR OFFICE USE ONLY RECEIPT # AMOUNT APPLYING IFP JUDGE		10UNT	APPLYING IFP		JUDGE	MAG. JU	JDGE

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44

Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- **I.(a) Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
- (b) County of Residence. For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
- (c) Attorneys. Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".

II. Jurisdiction. The basis of jurisdiction is set forth under Rule 8(a), F.R.Cv.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below. United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here. United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box. Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes

precedence, and box 1 or 2 should be marked. Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.**)

- **III. Residence (citizenship) of Principal Parties.** This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- **IV.** Nature of Suit. Place an "X" in the appropriate box. If the nature of suit cannot be determined, be sure the cause of action, in Section VI below, is sufficient to enable the deputy clerk or the statistical clerk(s) in the Administrative Office to determine the nature of suit. If the cause fits more than one nature of suit, select the most definitive.
- V. Origin. Place an "X" in one of the six boxes.

Original Proceedings. (1) Cases which originate in the United States district courts.

Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441. When the petition for removal is granted, check this box.

Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.

Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date. Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.

Multidistrict Litigation. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407. When this box is checked, do not check (5) above.

- VI. Cause of Action. Report the civil statute directly related to the cause of action and give a brief description of the cause. Do not cite jurisdictional statutes unless diversity. Example: U.S. Civil Statute: 47 USC 553 Brief Description: Unauthorized reception of cable service
- VII. Requested in Complaint. Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P. Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction. Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. Related Cases. This section of the JS 44 is used to reference related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.

Date and Attorney Signature. Date and sign the civil cover sheet.