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Tuesday 4th April 2017, 9:27 GMT

Dole tops consumer engagement chart



Group named as the top-rated food brand for online consumer sentiment in a first-of-its-kind consumer analysis

Dole Food Company has been named one of the top-performing US food brands in a first-of-its-kind analysis of consumer conversations by Engagement Labs.

Dole was the top-rated food brand for online consumer sentiment, and was the only fresh produce brand ranked among other major consumer packaged goods companies.

Based on proprietary data measured over 12 months ending in January 2017, the TotalSocial rankings measure "the most important drivers of brand performance in the only continuous

measurement of social media and word of mouth conversation", Engagement Labs said in its announcement of the rankings.

"Dole heavily values the continual engagement we have with our consumers, and the back-and-forth conversations around making healthy choices," said Bil Goldfield, director of corporate communications. "We're proud to be the only brand that provides fresh produce included in the TotalSocial rankings.

"Our community looks to us in the busy health space for the authenticity

in knowing the products, the benefits and best ways to incorporate them," added Goldfield. "From our library of fresh recipes and groundbreaking salad kits that make it easier than ever to eat a healthy meal at home, to our agile social media customer service team – improving America's daily routines is the reason we come to work at Dole."

Other brands in the TotalSocial Rankings include Kellogg's, Heinz, General Mills and Nestlé.