

DOLE FOOD CO INC
Form DEFA14A
April 08, 2011

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
SCHEDULE 14A
Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934 (Amendment No.)**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

Dole Food Company, Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

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(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

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Persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

00001004481 R1.0.0.11699 *** **Exercise Your Right to Vote** *** **Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to Be Held on May 19, 2011 DOLE FOOD COMPANY, INC. Meeting Information Meeting Type:** Annual<mtgtype>Meeting **For holders as of:** March<recdate>25,2011 **B Date:** May 19, 2011 **Time:** 1:00<mtgtime>PMPDT **A Location:** Dole Food Company, Inc. R One Dole Drive **BROKER C** Westlake Village, CA **LOGO O** 91362 **HERE D E** You are receiving this communication because you hold *Return Address Line 1* shares in the above named company. *Return Address Line 2 Return Address Line 3* This is not a ballot. You cannot use this notice to vote *51 MERCEDES WAY EDGEWOOD NY 11717* these shares. This communication presents only an Investor Address Line 1 **1** overview of the more complete proxy materials that are Investor Address Line 2 available to you on the Internet. You may view the proxy Investor Address Line 3 **15 12OF** materials online at www.proxyvote.com or easily request a Investor Address Line 4 paper copy (see reverse side). Investor Address Line 5 **2** We encourage you to access and review all of the important John Sample 1234 ANYWHERE STREET information contained in the proxy materials before voting. 1234567 123456 7 ANY CITY, ON A1A 1A1 123456 7 123456 7 **See the reverse side of this notice to obtain** 123456 7 1234567^{123456 7} **proxy materials and voting instructions.** Broadridge Internal Use Only Job # Envelope # Sequence # # of # Sequence #

00001004482 R1.0.0.11699 **Before You Vote** How to Access the Proxy Materials **Proxy Materials Available to VIEW or RECEIVE:** 1. Annual Report/Form 10-K 2. Notice & Proxy Statement **How to View Online:** g Have the information that is printed in the box marked by the arrow XXXX XXXX XXXX (located on the following page) and visit: www.proxyvote.com. **How to Request and Receive a PAPER or E-MAIL Copy:** If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request: 1) **BY INTERNET:** www.proxyvote.com 2) **BY TELEPHONE:** 1-800-579-1639 3) **BY E-MAIL*:** sendmaterial@proxyvote.com * If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked ? XXXX XXXX XXXX (located on the following page) in the subject line. Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 05, 2011 to facilitate timely delivery. **How To Vote Please Choose One of the Following Voting Methods** **Vote In Person:** If you choose to vote these shares in person at the meeting, you must request a *legal proxy*. To do so, please follow the instructions at www.proxyvote.com or request a paper copy of the materials, which will contain the appropriate instructions. Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. **Vote By Internet:** To vote now by Internet, go to www.proxyvote.com. Have the information that is printed in the box available and follow the marked by the arrow g XXXX XXXX XXXX instructions. **Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a voting instruction form. Internal Use Only

Voting items The Board of Directors recommends that you vote FOR the following: 1. Election of Directors **Nominees** 01 Elaine L. Chao 02 Sherry Lansing **The Board of Directors recommends you vote FOR the following proposal(s):** 2. Ratification of the Appointment of Deloitte & Touche LLC as Dole's Independent Registered Public Accounting Firm for the Fiscal Year Ending December 31, 2011 3. Advisory Resolution on Executive Compensation **The Board of Directors recommends you vote 3 YEARS on the following proposal:** 4. Advisory Resolution on the Frequency of the Future Advisory Votes on Executive Compensation **NOTE:** Such other business as may properly come before the meeting or any adjournment thereof. R1.0.0.11699 00001004483 #' **0000 0000 0000** B A R C O D E
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Reserved for Broadridge Internal Control Information 00001004484 R1.0.0.11699 **Voting Instructions** THIS SPACE RESERVED FOR LANGUAGE PERTAINING TO BANKS AND BROKERS AS REQUIRED BY THE NEW YORK STOCK EXCHANGE Broadridge Internal Use Only Job # THIS SPACE RESERVED FOR SIGNATURES IF APPLICABLE Envelope # Sequence # # of # Sequence #