

Cole Joseph W  
Form 3  
February 08, 2011

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*

Â Cole Joseph W  
(Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)  
02/05/2011

3. Issuer Name and Ticker or Trading Symbol  
FRESH DEL MONTE PRODUCE INC [FDP]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
Vice President, Asia Pacific

C/O FRESH DEL MONTE PRODUCE INC.,Â P.O. BOX 149222

(Street)

CORAL GABLES,Â FLÂ 33114

(City) (State) (Zip)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned (Instr. 4)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who 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.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Date Exercisable Date Expiration Date

Title Amount or Number of

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|  |       |            |                    | Shares |          | or Indirect<br>(I)<br>(Instr. 5) |   |
|--|-------|------------|--------------------|--------|----------|----------------------------------|---|
| Employee Stock Options<br>(Right to Buy) | Â (1) | 07/30/2018 | Ordinary<br>Shares | 5,000  | \$ 22.25 | D                                | Â |
| Employee Stock Options<br>(Right to Buy) | Â (2) | 07/31/2019 | Ordinary<br>Shares | 5,000  | \$ 21.72 | D                                | Â |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| Cole Joseph W<br>C/O FRESH DEL MONTE PRODUCE INC.<br>P.O. BOX 149222<br>CORAL GABLES, FL 33114 | Â             | Â         | Â Vice President, Asia Pacific | Â     |

## Signatures

/s/ Bruce Jordan, Attorney-in-fact for Joseph W. Cole 02/08/2011

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) As of 2/5/2011, the option was exercisable with respect to 3,000 shares. The option will become exercisable with respect to an additional 1,000 shares on each of 7/30/2011 and 7/30/2012.
- (2) As of 2/5/2011, the option was exercisable with respect to 2,000 shares. The option will become exercisable with respect to an additional 1,000 shares on each of 7/31/2011, 7/31/2012 and 7/31/2013.

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### Remarks:

Joseph W. Cole became subject to Section 16 of the Securities Exchange Act of 1934, as amended.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential 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 number.