

LIMONEIRA COMPANY

MARKETING COMMITTEE CHARTER

I. Purpose

The Board of Directors (the “Board”) of the Limoneira Company (the “Company”) appoints the Marketing Committee (the “Committee”). The purpose of the Marketing Committee is to steward the Company brand and image, assure the Company has internal and external marketing and communications programs targeted at specific market segments, and that our programs are consistent with clearly defined objectives to enhance the reputation and recognition of the Company.

II. Membership and Qualifications

Membership: The Committee shall consist of three or more Directors. The Board shall elect the Committee members annually, upon the recommendation of the Board’s Nominating and Corporate Governance Committee, for terms of one year, or until their successors shall be duly elected and qualified.

Chairperson: Unless the Chairperson of the Committee (the “*Chairperson*”) is elected by the full Board, the Committee members shall, by majority vote, elect a Chairperson consistent with any recommendation of the Nominating and Corporate Governance Committee.

Resignation, Removal and Replacement: Any Director may resign from the Committee at any time upon notice of such resignation to the Company. The Board shall have the power at any time to remove a member of the Committee with or without cause, to fill all vacancies, and to designate alternate members, upon the recommendation of the Committee, to replace any absent or disqualified members, so long as the Committee shall at all times have at least three members.

III. Meetings and Other Actions

All meetings of and other actions by the Committee shall be held and taken pursuant to the Bylaws, including provisions governing notice of meetings and waiver thereof, the number of Committee members required to take actions at meetings and by written consent, and other related matters. The Committee may invite any Director who is not a member of the Committee, management, counsel, representatives of service providers or other persons to attend meetings and provide information as the Committee, in its sole discretion, considers appropriate.

Unless otherwise authorized by the Board, the Committee shall not delegate any of its authority to any subcommittee.

In the event that the Committee’s Chairperson is unable to perform any of his or her functions or obligations hereunder, the Chairperson of the Company or his or her delegate is hereby authorized and directed to act in the place and stead of the Chairperson of this Committee and fulfill any and all functions or obligations that would otherwise be the responsibility of the Chairperson of this Committee, without any further action or authorization by this Committee.

IV. Goals, Responsibilities and Authority

The following are the general goals, responsibilities and authority of the Committee and are set forth only for its guidance. The Committee, however, may diverge from these responsibilities and/or may assume such other responsibilities as the Board may delegate from time to time and/or as the Committee may deem necessary or appropriate from time to time in performing its functions in accordance with the Bylaws and other governance documents of the Company and in accordance with applicable law.

Nothing in this Charter shall be interpreted as diminishing or derogating the duties, responsibilities or obligations of the Board. Subject to the requirements of the Bylaws, the Committee shall:

- i. Advise management with respect to marketing and branding programs to enhance the Company's visibility and performance;
- ii. Oversee development of annual marketing plans and strategy for business retention and new business development;
- iii. Review and discuss with management the Company's recruitment and retention of marketing personnel and the Company's marketing budget;
- iv. Assure adequate resources and proper usage of marketing funds to support the Company's strategic plan;
- v. Make regular reports to the Board and upon request;
- vi. Review and reassess the adequacy of this Charter annually and recommend any proposed changes to the Board for approval; and
- vii. Perform such other duties and responsibility as may be assigned to the Committee, from time to time, by the Board and/or Chairperson of the Board, or as designated in the Bylaws.

The forgoing list of duties is not exhaustive, and the Committee may, in addition, perform such other functions as may be necessary or appropriate for the performance of its duties.

V. Additional Resources

Subject to the approval of the Board, the Committee shall have the right to use reasonable amounts of time of the Company's marketing department and other internal staff. The Committee shall keep the Company's Chief Financial Officer advised as to the general range of anticipated expenses for outside consultants and shall obtain the concurrence of the Board in advance for any expenditures.

VI. Amendments

Approved-Jan 26, 2021 Board Meeting

Any amendments to this Charter must be approved or ratified by a majority vote of the Board, including a majority of independent directors.

VII. Disclosure of Charter

This Charter will be made available on Company's website at www.limoneira.com.

Date: January 26, 2021