



MINERVA S.A.
Public Held Company – CVM 20931-1
Corporate Taxpayer ID (CNPJ/MF): 67.620.377/0001-14
Company Register (NIRE): 35.300.344.022
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CEP 14781-545 – Barretos/SP

NOTICE TO THE MARKET

Minerva starts its ADR Program

Barretos, April 7th, 2011 - Minerva SA (BOVESPA: BEEF3; Bloomberg: BEEF3.BZ; Reuters: BEEF3.SA), one of the market leaders in South America in the production and sale of fresh beef, live cattle and byproducts, with operations also in the beef, pork and poultry processing segments, informs its shareholders and the general market that started today the negotiation of its ADRs in the North American market.

According to the U.S. Securities and Exchange Commission (SEC), Minerva S.A.'s ADR Program (Program) is effective as of today. The Program has Deutsche Bank Trust Company Americas as its depository institution and Banco Itaú Unibanco S.A. as its custodian.

The Company also clarifies that the Program does not represent any issuance of new shares.

Minerva S.A.'s objectives with this Program are to boost the liquidity of its stocks, to facilitate access to U.S. investors, to increase the valuation of the Company's shares, and to increase Minerva's visibility worldwide.

Minerva remains focused on identifying opportunities to create value for its shareholders.

Investor Relations

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About Minerva SA

Minerva SA is one of the leaders producers and sellers of beef, leather and live cattle exports in Brazil, and is one of the country's three largest exporters in the sector in terms of gross revenue, exporting to some 100 countries. Minerva has daily slaughter capacity of 1,040 head of cattle and beef processing capacity of 2,160 tons. Present in the states of São Paulo, Rondônia, Goiás, Tocantins, Minas Gerais, Mato Grosso do Sul, Pará, in Paraguay and Uruguay, Minerva operates ten slaughter and deboning plants, one tannery and nine distribution centers. Minerva also operates in the food service segment through the Minerva Dawn Farms (MDF), which currently has meat processing capacity of 120 tons per day, producing food made from beef, pork and poultry. In the 12 months ended December 31st, 2010, the Company recorded net sales revenue of R\$3.4 billion, a growth of 31% on the same period a year earlier.

