

8th Annual
Green Issue

WWW.PRODUCEBUSINESS.COM
SEPT 2014 • VOL. 30 • NO. 9
\$9.90

producebusiness

MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

GOING GREEN

With Urban Gardens
For Retailers

EXCLUSIVE



SUPPLEMENT



INSIDE:

THE PUNDIT EXAMINES SUSTAINABLE BUSINESS ADVANTAGES
EASTSIDE MARKET • LOCAL ON THE MENU • PEARS
MARKETING TO KIDS • FALL AVOCADOS • TRANSPORTATION
PERUVIAN ONIONS • POTATO MERCHANDISING • IDAHO POTATOES
SOUTH AMERICAN MANGOS • PISTACHIOS • NY APPLES • MICHIGAN APPLES
PMA BOOTH REVIEW
PHILADELPHIA MARKET PROFILE



Dole leads the way in nutritional education, helping consumers to achieve a healthy lifestyle.

The DOLE brand is synonymous with high quality and safety standards for fresh fruit and vegetables.





p.38

COVER STORY

24 GOING GREEN WITH URBAN GARDENS FOR RETAILERS
 A look at how growers and retailers work together.

COMMENTARY

- 12 THE FRUITS OF THOUGHT**
Supermarkets Beware: AmazonFresh Attempts National Distribution Platform
- 156 RETAIL PERSPECTIVE**
Immigration Indifference
- 158 EUROPEAN MARKET**
Citrus Restrictions Provide Clues to Understand EU Opportunities
- 159 VOICE OF THE INDUSTRY**
Big Date And Industry-Wide Solutions

FEATURES

- 38 10 WAYS TO CREATE THE PRODUCE SHOPPERS OF TOMORROW**
Supporting healthy initiatives goes a long way with parents and children.
- 48 FALL AVOCADO MARKETING**
Football-themed promotions, ghoulish guacamole and avocado-based stuffing are among the themes used to boost autumn sales.
- 91 RETAILERS DRIVE EUROPEAN TRANSPORTATION CHANGES**
Freshness, cost and the environment are shaping the future of logistics in Europe.
- 96 SHOWING LOVE FOR THE SPUD**
Retailers and military commissaries participate in The Idaho Potato Commission's Potato Lovers Month contest with gusto.
- 106 COMPARING APPLES TO APPLES**
A look at how New York's bounty fits into the mix of the country's other producing states.
- 110 PERUVIAN SWEET ONIONS EQUAL SWEET SALES**
Peruvian variety fills the gap from domestically grown.
- 115 APPLES FROM AMERICA'S GREAT LAKES REGION**
Michigan varieties offer opportunities for higher autumn sales.
- 119 MIXED OUTLOOK FOR SOUTH AMERICAN MANGOS**
Although the market remains hot, unfavorable weather will affect volume.

p.91

p.119



Change Service requested: POSTMASTER: Send address changes to PRODUCE BUSINESS, P.O. Box 810425, Boca Raton, FL 33481-0425
 PRODUCE BUSINESS (ISSN 0886-5663) is published monthly for \$58.40 per year by Phoenix Media Network, Inc., P.O. Box 810425, Boca Raton, FL 33481-0425.

IN THIS ISSUE

- 6 THE QUIZ**
- 8 WASHINGTON GRAPEVINE**
- 9 PRODUCE WATCH**
- 14 RESEARCH PERSPECTIVES**
- 15 COMMENTS AND ANALYSIS**
- 16 TRADE SHOW CALENDAR**
- 75 PMA AISLE-BY-AISLE BOOTH REVIEW**
- 160 INFORMATION SHOWCASE**
- 162 BLAST FROM THE PAST**



p.34

**INSERT
 FLORAL BUSINESS**

- Signage
- Voice Of The Industry
- Holiday Hints



DEPARTMENTS

FOODSERVICE MARKETING

34 Local On The Menu
 Examining the farm-to-fork movement and how it impacts restaurants.

MERCHANDISING REVIEWS

- 101 No Small Potatoes**
 The best practices for realizing success with sales.
- 147 Merchandising Pears: A Matter Of Show And Tell**
 This fruit must be seen and tasted to be sold.

DRIED FRUIT AND NUTS

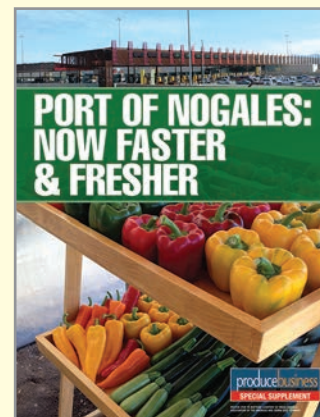
154 Pistachios On Tap
 This little nut is moving from obscurity to fame.



p.101

SPECIAL FEATURES

- 18 FROM THE PAGES OF THE PERISHABLE PUNDIT**
 How To Win A Sustainable Business Advantage
- 21 ASCENDENT INDEPENDENTS: EASTSIDE MARKETPLACE**
 “Eat Better, Live Longer” is more than just a mantra for this Providence, Rhode Island retailer.
- 59 PORT OF NOGALES: NOW FASTER & FRESHER**
 Imported produce from Mexico will move faster with new opportunities created by the port.
- 123 REGIONAL MARKET PROFILE: PHILADELPHIA Philly Market Distinction**
 Wholesalers discuss how PWPM’s cold chain management, local sourcing, and variety make the market thrive.
- 139 PHILADELPHIA FOODSERVICE PROFILE: MOLLY MALLOY’S OF READING TERMINAL MARKET**
 Rooted in produce and nostalgic history, Molly Malloy’s offers tasty innovation for all.
- 141 PHILADELPHIA RETAIL PROFILE: READING TERMINAL MARKET**
 A reinvented historical wholesale terminal serves up high-quality produce in a retail marketplace.



p.59



p.123

Change Service requested: POSTMASTER: Send address changes to PRODUCE BUSINESS, P.O. Box 810425, Boca Raton, FL 33481-0425. PRODUCE BUSINESS (ISSN 0886-5663) is published monthly for \$58.40 per year by Phoenix Media Network, Inc., P.O. Box 810425, Boca Raton, FL 33481-0425.

SUBSCRIBE NOW!

PerishableNews.com

Your online source bringing you fresh news and ideas for success in the Deli Department... and beyond!

Streaming Ticker

Top Story

Easy Navigation

Stories "Just In"

Multiple Article Sources

PerishableNews.com

Produce Highlights
Sponsored by PerishableNews.com

Tasti-Lee Proud Is Official Tomato Sponsor Of The Oxnard Salsa Festival

Home | About | Archives | Sponsorship | Contact Us | Submit / Suggest

Sign Up
It's fast and it's free!

Produce

Natural Delights Introduces Country's First Pitted Medjool Dates
by Bard Valley Natural Delights™ Medjool Dates
Posted: Friday, July 27, 2012 at 8:58AM EDT

BARD VALLEY, CA-- Bard Valley Natural Delights, the nation's top Medjool date brand, offers consumers a convenient new way to enjoy the lusciousness and all-around snackability of Medjools with the introduction of Natural Delights Pitted Medjool Dates, the country's first pitted Medjool date product. Launching this fall, the 12-ounce package will sell for the Suggested Retail Price (SRP) of \$6.99.

"The introduction of Natural Delights Pitted Medjool Dates makes it easier than ever for Americans to indulge in the sweetness of one of the world's most mysterious fruits," said David Anderson, head of marketing for the Bard Valley Medjool Date Growers Association (BVMGGA).

Print Article Send Article Respond Permalink Share Article

Bakery Dairy Deli Floral Meat & Poultry Produce Seafood Retail & Foodservice

Global Food Safety Services...

Colder is Cooler

Del Monte Quality
Eat Healthy. Live Healthy!
www.delmonte.com

Searsville
World Famous Cherries
World Famous Farming
World Famous Places

THE NEW YORK PRODUCE SHOW AND CONFERENCE
December 4-8, 2012
COLUMBIA UNIVERSITY
FRESH!

The Time Is Ripe For Fresh BC Blueberries This Season
by British Columbia Blueberry Council
Posted: Friday, July 27, 2012 at 8:58AM EDT

Beginning with a trickle and turning into a torrent, consumers can now find the first of the 2012 season's fresh BC blueberries at their local supermarkets, produce departments, farmers' markets and farm gates. More than 800 British Columbian blueberry farmers are now out in the fields picking what looks like a very strong crop of the antioxidant-rich, sweet

Reader Legend

- Original Story
- Sibling Story
- Third Party Story
- Public Relations

Duda
New Fresh Daily
FOOD AND SERVICE ON A PLATTER.
PMA Foodservice
Booth #138

Subscribe now for instant, daily or weekly e-mail updates. **It's FREE!**

www.perishablenews.com



PerishableNews.com is an outlet for news about all the perishable categories typically featured in a retail store:

DAIRY, DELI, BAKERY, MEAT & POULTRY, SEAFOOD, PRODUCE, FLORAL

Plus we cover top-level happenings in Retail and Foodservice that are of special interest to a perishable food executive at a supermarket or other retail chain and at a foodservice chain operation or foodservice distributor.

THIS MONTH'S WINNER



Wilson Estupiñán
 Director of Fresh Foods
 America's Food Basket
 Lake Success, NY

For five years, Wilson Estupiñán has been director of fresh foods for America's Food Basket, a chain of supermarkets headquartered in Lake Success, NY.

Estupiñán oversees the fresh food areas such as produce, deli, meat, bakery, floral and fish, in all 41 locations.

"I work with business partners to come up

with powerful and meaning merchandising programs," says Estupiñán.

"I started as a produce clerk about 20 years ago," says Estupiñán. "Little by little, I worked my way up from produce clerk to produce manager until I moved to this company."

For 15 of those 20 years, Estupiñán has enjoyed reading *PRODUCE BUSINESS*.

"I get new ideas or tips on how to handle new products," he says. "Then I apply some of those ideas to expand the business."

How To Win! To win the *PRODUCE BUSINESS* Quiz, the first thing you have to do is enter. The rules are simple: Read through the articles and advertisements in this issue to find the answers. Fill in the blanks corresponding to the questions below, and either cut along the dotted line or photocopy the page, and send your answers along with a business card or company letterhead to the address listed on the coupon. The winner will be chosen by drawing from the responses received before the publication of our November issue of *PRODUCE BUSINESS*. The winner must agree to submit a color photo to be published in that issue.

WIN A GARMIN S1 GPS GOLFER'S WATCH

The Garmin S1 GPS watch is not only a comprehensive sport wristwatch with advanced functions, but also a GPS unit that provides thorough distance measurements on any golf course. This watch features: thousands of preloaded courses, par and distance to front, middle, and back of each green, it measures last shot distance, and a rechargeable battery with an eight-hour limit. The waterproof design includes a monochrome LCD screen with a display size of 1" x 1" and reads clearly in any lighting.



QUESTIONS FOR THE SEPTEMBER ISSUE

- 1) How many pears are shown on the pedestal in the Yakima Fresh ad? _____
- 2) Which brand of diced tomatoes is shown on the Avocados from Mexico ad? _____
- 3) How many years has Wholesum Harvest been "growing wholesome families"? _____
- 4) What is the phone number for Chamberlain Distributing Inc.? _____
- 5) Who is the contact as Philabundance if you want to make a donation? _____
- 6) What is the website for Nature's Joy pistachios? _____

This issue was: Personally addressed to me Addressed to someone else

Name _____ Position _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____ Fax _____

Photocopies of this form are acceptable. Please send answers to:
 SEPTEMBER QUIZ *PRODUCE BUSINESS* • P.O. Box 810425 • Boca Raton, FL 33481-0425

MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

SEPT. 2014 • VOL. 30 • NO. 09 • \$9.90

P.O. Box 810425 • Boca Raton • FL 33481-0425
 Phone: 561-994-1118 • Fax: 561-994-1610
 producebusiness@phoenixmedianet.com

PRESIDENT & EDITOR-IN-CHIEF
 James E. Prevora
 JPrevora@phoenixmedianet.com

PUBLISHER/EDITORIAL DIRECTOR
 Ken Whitacre
 KWhitacre@phoenixmedianet.com

VP EDITORIAL
 Ellen Koteff
 EKoteff@phoenixmedianet.com

SPECIAL PROJECTS EDITOR
 Mira Slott
 MSlott@phoenixmedianet.com

INTEGRATED CONTENT EDITOR
 Michele Sotallaro
 MSotallaro@phoenixmedianet.com

PRODUCTION DIRECTOR
 Diana Levine
 DLevine@phoenixmedianet.com

PRODUCTION LEADER
 Jackie Tucker

PRODUCTION DEPARTMENT
 Sunshine Gorman
 Freddy Pulido
 Christopher Sizemore

EVENT COORDINATOR
 Jackie LoMonte
 JLoMonte@phoenixmedianet.com

EDITORIAL INTERN
 Madeline Mesa
 Mmesa@phoenixmedianet.com

CONTRIBUTING WRITERS
 Carol Bareuther, Linda Brockman,
 Bonnie Cavanaugh, Bob Johnson,
 Keith Loria, Gill McShane, Jodean
 Robbins, Anthony Stoeckert, Lisa White

ADVERTISING
 Eric Nieman, Associate Publisher
 ENieman@phoenixmedianet.com

Katrina Brown
 kbrown@phoenixmedianet.com
 Sandy Lee
 SLee@phoenixmedianet.com

Kelsee Loche
 KLoche@phoenixmedianet.com

Bill Martin
 Martinmedia45@peoplepc.com

Ellen Rosenthal
 ERosenthal@phoenixmedianet.com

Felicia Schianodicola
 fschianodicola@phoenixmedianet.com

Gino Valconi
 GValconi@phoenixmedianet.com

FLORAL DEPARTMENT MARKETING
 E. Shaunn Alderman
 SAlderman@phoenixmedianet.com

Send insertion orders, payments, press releases,
 photos, letters to the editor, etc., to
PRODUCE BUSINESS, P.O. Box 810425
 Boca Raton, FL 33481-0425
 PH: 561.994.1118 FAX: 561.994.1610

PRODUCE BUSINESS is published by Phoenix Media
 Network, Inc. James E. Prevora, Chairman of the Board
 P.O. Box 810425, Boca Raton, FL 33481-0425.
 Entire contents © Copyright 2014
 Phoenix Media Network, Inc. All rights reserved.
 Printed in the U.S.A.
 Publication Agreement No. 40047928



#1 in mandarin sales. Sweet.



How do you become the #1-selling mandarin brand in just one season? You start with a \$20 million marketing campaign that keeps customers hungry for more. And unlike other brands, you supply the U.S. and Canada with the sweetest, freshest, California-only fruit all season long. Then you let Nielsen Perishables Group crunch the numbers to see how you did. Turns out, we did better than anyone else*. And what could be sweeter than that.

*Nielsen Perishables Group Freshfacts®, November 2013–April 2014.



halosfun.com

Call your customer service representative: CA: 661.720.2500 • TX: 956.205.7400



IMMIGRATION DEBATE CREATES FRUSTRATION AND ANXIETY IN PRODUCE INDUSTRY



Robert Guenther
Senior VP, Public Policy

Members of the produce industry are all too familiar with the challenges that come with trying to secure a stable, experienced workforce. Delays in obtaining workers, workers who can't or won't do the job, or who don't have the skills for the job are unfortunately common occurrences when you're trying to get fresh produce out of the field and to consumers. The need for long-term, profound changes to our nation's immigration system is readily apparent to anyone in our industry. In turn, just looking at the current border crisis, there is no one in America who can deny we must address the immigration policies in this country head-on. And yet, for years Congress failed to pass comprehensive immigration reform in spite of the obvious dysfunction in America's immigration policies. The White House is now reviewing what the President can do to make changes to immigration policy. With immigration reform in limbo, fruit and vegetable providers pay the price of uncertainty in their labor force.

In 2013, major progress was made in Congress toward enactment of reform. The Senate passed a comprehensive package containing provisions that would stabilize the current agriculture workforce and secure a reliable guest worker program for the future. The House of Representatives took steps toward reform with action in the House Judiciary Committee. Negotiations among various factions in the House continued through the rest of 2013 and into 2014. However, political resistance to reform remained strong and intractable, ultimately derailing chances for passing immigration reform in the House. Earlier this summer, with Congressional action stalled, the President stated his intention to move forward with any Executive Branch action possible. Currently, the White House is considering options for changes to immigration policy, but the President has yet to announce what

steps he will take. That being said, the frustration that all of us feel cannot overshadow the need to continue to push Congress and this administration when they return to Washington, D.C. in September and prior to the November mid-year elections, to put aside their differences and act like leaders.

In August, United Fresh and the Partnership for a New American Economy (PNAE) convened a webinar to discuss the current state of immigration debate in Washington, D.C. After the webinar, the PNAE released a report titled, *Staying Covered: How Immigrants Have Prolonged the Solvency of One of Medicare's Key Trust Funds and Subsidized Care for U.S. Seniors*, which debunks the critics of immigration reform who argue that immigrants are a drain on entitlement programs. The report looks at entitlement programs between 1996 and 2011 and came up with the following findings:

- Immigrants are subsidizing Medicare's core trust fund.
- Immigrants played a critical role in subsidizing Medicare's Hospital Insurance Trust Fund during the recent recession.
- Medicare's Hospital Insurance Trust Fund would be nearing insolvency if not for the contributions of immigrants in recent years.
- The role immigrants play in subsidizing Medicare's Hospital Insurance Trust Fund distinguishes them.

It is this type of analysis that we must continue to use to combat the critics of immigration reform if we are ultimately going to win the fight for Congress to move forward.

In addition, two pieces of immigration legislation were introduced in July that look at how to help employers of agricultural seasonal workers with complying with the Affordable Healthcare Act. H.R. 5213, the Simplifying Technical Aspects Regarding Seasonality (STARS) Act, clarifies the employer mandate's seasonal worker exemption provision within the president's

healthcare law to provide one clear definition of seasonal employment. It was introduced by Reps. Jim Renacci (R-OH), Lynn Jenkins (R-KS), Kurt Schrader (D-OR), and Jim Costa (D-CA). In addition, Rep. Renee Ellmers (R-NC-2) introduced the Fairness for Farmers Act (HR 5392), which exempts counting employees who work under an H-2A temporary visa toward the requirement that businesses cover workers. It has two co-sponsors: Reps. Mark Meadows (R-NC) and Richard Hudson (R-NC).

Comparing the two bills, the STARS Act is broader than Rep. Ellmers' legislation in that it exempts any seasonal workers (not just H-2A) that work less than 6 months from the Applicable Large Employer (ALE) determination and also says that you do not need to provide coverage to seasonal workers that work less than 6 months, which is in line with Treasury regulations. The language of the Ellmers' bill excludes H-2A workers from the ALE determination and from an offer of insurance coverage. Essentially, STARS doesn't touch immigration policy, because it deals solely with the treatment of seasonal workers after their employment eligibility has been verified, at which point they are either full-time, part-time, seasonal or year-round.

Bottomline, the produce industry will work with the administration and Congress whenever possible on presidential initiatives to ease the agricultural labor crisis and to enact congressional reforms that help our industry. However, relief through a patchwork of executive orders from the president could easily evaporate; Executive Branch actions will not provide the permanent legislative change that is needed. What will truly ease unnecessary labor shortages and resulting lost crops is an overhaul of an immigration system that is deeply flawed. We need a path to legal status for our long-time workforce and a future guest worker program to meet our needs.

TRANSITIONS



**AWE SUM ORGANICS
SANTA CRUZ, CA**
Awe Sum Organics announces that **Dan LeClair** has been hired in the newly created position of logistics manager. In this new role, LeClair will focus on bringing more structure and enhancement to the supply chain process and network. LeClair has a strong sense of international supply chain and sourcing from Central and South America.

**COASTLINE FAMILY FARMS
SALINAS, CA**
Coastline Family Farms announces **Linda Kivlehan** has been promoted to sales manager from retail sales manager. Kivlehan will be responsible for managing all daily sales activities for the company, including directing sales; implementation and support activities using the tools, processes, procedures and infrastructure to ensure



long-term growth; operational consistency; and enhanced customer experiences.

**SUNFED PRODUCE
RIO RICO, AZ**
SunFed Produce announces the hiring of **Brett Burdsal** to fill its newly created position of director of marketing. Burdsal brings many years of marketing and category management experience to SunFed, having worked previously for industry produce marketers Wenatchee, WA-based Columbia Marketing International (CMI) and Willcox, AZ-based EuroFresh.



ANNOUNCEMENTS

JAZZ APPLE CAMPAIGN RAISES FUNDS FOR DIABETES PREVENTION
Oppenheimer Group, Vancouver, British Columbia, is spreading the word about “Crunch to Contribute” — a social media campaign that offers a \$1 donation to the American or Canadian Diabetes Association in exchange for every JAZZ apple photo uploaded to Jazzapple.com/c2c. The campaign aims to raise \$20,000 through Facebook, Twitter, blogger outreach, in-store promotions and traditional media, with the support of the Diabetes Association partners who are introducing the campaign through their own social media platforms and events.



**SETTON PISTACHIO CHEWY BITES
ANNOUNCES PARTNERSHIP WITH
STAFFORD'S FAMOUS CHOCOLATES**
Setton Pistachio, Terra Bella, CA, announces its new partnership with renowned Porterville, CA-based Stafford's Famous Chocolates. Located in California's Central Valley, both family-owned and -operated companies share a commitment to making high-quality products. The two brands teamed up to create a gourmet pistachio gift box that will feature four distinctive varieties of chocolate.



**FRESH SOLUTIONS NETWORK
ESTABLISHES SIDE DELIGHTS BRAND**
Fresh Solutions Network, a Loveland, OH-based marketing services and solutions company committed to driving profitable potato and onion category growth announces the establishment of the Side Delights brand as a powerful new full-line player in the fresh potato category. As a result, Fresh Solutions Network will be rebranding many of its existing potato offerings to bring them under the Side Delights master brand, including its Steamables, Bakeables, Grillables and Gourmet Petite potato products.



**READY PAC INTRODUCES
THE BABY KALE EUROPEAN
SALAD BLEND**
Ready Pac Foods, Irwindale, CA, welcomed the resilient superfood into its progressive portfolio of fresh-cut solutions with the release of the Ready Pac Baby Kale European Salad Blend. In addition to being accessible, this nutrient-dense bagged blend is a rich source of Vitamin A, Vitamin C and protein.

**IDAHO POTATO COMMISSION
CELEBRATES SIX DECADES OF
TATER TOTS**
In honor of the Tater Tot's 60th birthday, the Eagle, ID-based Idaho Potato Commission (IPC) urges operators to fire up a potato tot special. The IPC boasts a collection of innovative tot recipes and variations on the theme. For signature homemade tots, operators will add aromatics (truffles), herbs (parsley, rosemary, sage) and proteins (crumbled bacon, shredded crab) to the mix before frying.



**USAPPLE PLACES FIRST
WITH TWO AWARDS**
USApple, Vienna, VA, received top honors at the recent 2014 American Agricultural Editors' Association (AAEA) Communications Awards ceremony. Recognition was in the Website Category for its “AppletizeMe” website and online campaign to educate consumers on ideal apple varieties and pairings, in addition to the Social Media Category for its “28 Days of Apples” campaign to promote apples' role in heart health during American Heart Month.



**CHRISTOPHER RANCH GARLIC
USED ON MENU AT LEVI'S STADIUM**
Christopher Ranch, Gilroy, CA, is part of the new Levi's stadium for the 49ers professional football team. Christopher Ranch Garlic will be featured in the garlic fries, Aioli Sauce and the Kale Salad menu offerings. Christopher Ranch will supply Levi's Stadium with freshly peeled garlic cloves and roasted garlic cloves for the recipes. (Pictured in photo from left to right: Centerplate's Gary J. Prell and Bill Christopher of Christopher Ranch.)



**ALTER SOFTWARE
ANNOUNCES NEW
ADVANCES IN
SYSTEMS FOR FRESH
PRODUCE SECTOR**
Alter Software, Lleida, Spain, announces major new advances in the development of two of its principal products: Keops and Ares. The new versions of both agricultural software systems will allow managers and employees to continue to access the solutions — even in places where online connections are unreliable — enabling daily management of their activities. (Pictured in photo from left to right: Anna MaVilatllella, Alter's managing director and Manuel Mota, Alter's director of business development.)

ANNOUNCEMENTS

RIVERIDGE PRODUCE CREATES NEW LOOK ON CARTONS

Riveridge Produce, Sparta, MI, has a new bagmaster carton. The cartons have the logo and a cheery, round red apple dropping off the lower right corner of the familiar kraft-colored cardboard. New traymaster cartons have the same look on a premium white carton, and a QR code linking back to the Riveridge website.



FRIEDA'S NOW OFFERS ORGANIC AND CONVENTIONAL STOKES PURPLE SWEET POTATOES

Frieda's, Los Alamitos, CA, popular Stokes Purple Sweet Potatoes are returning for the third season. New 12/3-pound bags, in addition to 15-pound and 40-pound bulk cartons will be available this season. This potato has a low glycemic index and is non-GMO, which makes it very popular with those on the Paleo diet and clean-eating diets.



Chiquita™ Banana Bread Mix, by Concord Foods, and Sun-Maid® Raisins are coming together this holiday season to inspire your customers!

- ✓ ON-PACK IRC COUPONS
- ✓ ONLINE RECIPE BOOKLET
- ✓ MERCHANDISING DISPLAYS

Support this promotion through December and see how this perfect combination can **drive sales in your produce department!**



by

CONCORD FOODS

+



ConcordFoods.com

SunMaid.com

CHIQUITA and CHIQUITA Logo are trademarks of Chiquita Brands LLC and are used under license.

©2014 Sun-Maid Growers of California

www.sweeter-together.com

NATURESWEET TOMATOES RELEASES 2013 SUSTAINABILITY REPORT

NatureSweet Tomatoes, San Antonio, TX, released its sixth annual sustainability report. The comprehensive report provides a detailed review of NatureSweet's compensation practices, associate safety results, water usage, growing, energy and disposable waste practices. Overall, 2013 successes noted in the report were improved health and safety standards for associates, as well as other improvements.

NEW PRODUCTS

STEMILT INTRODUCES RUSHING RIVERS AS ITS NEW PEAR LABEL

Stemilt, Wenatchee, WA, introduces a new label for its pears, called Rushing Rivers, which highlights the company's industry leading position growing and packing pears in the world's two renowned pear locales, the Wenatchee River Valley and Entiat River Valley in Washington state. Stemilt will begin packing pears in a new Rushing Rivers carton, which features the Rushing Rivers logo and tagline.



TANIMURA & ANTLE INTRODUCES SPECIAL COLOSSAL ROMAINE HEART

Tanimura & Antle, Salinas, CA, introduces a new lettuce variety, George T's Special Colossal Romaine Heart, in honor of company co-founder George Tanimura who is celebrating his 100th year in 2014. This new lettuce seed variety has been developed to blend the finest characteristics of two popular lettuce varieties: Iceberg Lettuce and Romaine Heart.



8oz POM POMs. Super-size your sales.



4.3oz Single Serve

8oz Multi-serve

Consumers are undeniably sweet on POM POMs Fresh Pomegranate Arils. But did you know our #1-selling 4.3oz and 8oz POM POMs sitting side-by-side on shelf could mean up to a 75% incremental sales boost to your Produce Department? Just to make sure, we're supporting both products with an integrated marketing campaign including three full-circulation FSIs, in-store point-of-sale and the largest merchandising team in produce. Which is super. For both you and your sales.

Plan for an early harvest and order POM POMs now at GetPOMPOMS@POMWonderful.com or contact your Wonderful Brands sales representative at 877-328-7667.



SUPERMARKETS BEWARE: AMAZONFRESH ATTEMPTS NATIONAL DISTRIBUTION PLATFORM

By James Prevor
President & Editor-in-Chief



The United States Postal Service has announced massive cuts in rates for priority mail – provided the mailer sends over 50,000 packages a year utilizing the service. In some cases, rates will fall by 50 percent. This is the latest move in an aggressive effort to capitalize on the explosive growth in e-commerce. With the growth of e-mail, texting, electronic billing and payments, virtually every category of mail is down and falling, save the shipping of physical goods in small packages, which is booming due to the growing propensity of consumers to buy items on line.

The Postal Service also has its eyes on what role it can play in grocery delivery. Of course, many food items are shipped via Amazon and similar services, which use the Postal Service as well as UPS, FedEx and other carriers to deliver everything from specialty hot sauce to rolls of paper towels. Now, however, the Post Office is doing a two-month trial in San Francisco in which it is delivering for AmazonFresh. AmazonFresh is supplying perishables in insulated totes, and the Postal Service delivers between 3 a.m. and 7 a.m. when its trucks generally sit unused.

This program builds on a pre-existing program in which the Postal Service provides Sunday delivery for Amazon in a couple dozen US cities and a broader program in which Amazon drops off product at local post offices that then deliver the expensive “last mile” on its behalf.

Whether any of this will work is unknown. UPS and FedEx are up in arms, claiming that the Postal Service is not transparent in its cost calculations and may be using its monopoly on first class mail to subsidize these services. The idea of using idle Postal Service assets more fully is a good one but it depends, crucially, on getting the cooperation of the Postal Service’s unions. Operating from 3 to 7 a.m. is half of an eight-hour shift – will the union allow so many part-timers? One reason the Postal Service has had trouble competing with the likes of non-union FedEx is that FedEx runs a lot of swing shifts, with drop-offs in the morning, large breaks in the day and pickups in the late afternoon and early evening. Postal service union contracts place severe limits on this type of staffing schedule.

Scheduling things around idle equipment seems a bit problematic as well. Delivering from 3 to 7 a.m. might work in very safe neighborhoods, but it might lead to theft in others, and some gated communities don’t allow commercial deliveries during off-hours.

Then there is a food quality and a food safety concern: Hours in unrefrigerated trucks; more hours sitting out in the sun. An insulated tote is not the same as refrigeration. Still, it would be prudent to expect that the obstacles will be overcome and Internet ordering of perishables will become mainstream. In the early days of home delivery, there was some thought that consumers, wanting to personally check the ripeness and quality, would not want to buy produce on the Internet. Vendors such as FreshDirect, however, have done an excellent job of being very honest with quality descriptions and so have built consumer confidence. Besides, consumers really have little confidence in their own abilities to select a ripe melon or sweet pineapple, so if a service has “experts” doing that job for them, many consumers are willing to let them.

There have been studies showing that a propensity to shop online doesn’t reduce shopping in the store. This may give false solace to retailers, though, as many who shop online may be looking for specialty product not available in their locale or buying gifts that are easy to ship directly when buying online. Wal-Mart is investing heavily in e-commerce

and this division might well succeed, but it still leaves the question of what to do with all its stores.

Retail is a high fixed cost business, and it won’t take much loss of market share for the brick-and-mortar operations to be in distress. A 10 percent loss of volume would throw the vast majority of supermarket operations into the red. And it can happen in a blink of the eye. As anyone who has witnessed the demise of bookstores and record shops can attest, markets can move online with dramatic speed.

So what is a retailer to do? Well, of course, every retailer needs an online strategy, and the expertise in Fresh is not easy to duplicate. However, many obstacles to Internet sales are being overcome. In New York City, some new condos have “FreshDirect” rooms with frozen, refrigerated and ambient storage cabinets; supermarket drive-thru pickups seem to be proliferating, and the post office experiments are efforts at finding cheaper delivery options. Unfortunately, retailers will likely not have the same luxury of time they had to deal with Wal-Mart’s sweep across the country. AmazonFresh is looking at the post office because it wants to scale rapidly. If it can find a pre-existing distribution solution, it will be national in a New York minute.

For now, retailers would be wise to think fewer stores and smaller stores, for the future is going to be very different than the past. Oddly, the future may arrive on the lorries of the United States Postal Service, whose first Postmaster General, way back in 1775, was Benjamin Franklin.

Unfortunately, retailers will likely not have the same luxury of time they had to deal with Wal-Mart’s sweep across the country.



3 GENERATIONS IN THE MAKING!

A fresh new look for Mann's Family Favorites™



Consumers told us... *“give me that personal touch; demonstrate you’re a company I can relate to, show me your authenticity, be approachable and trustworthy, inspire me.”*

Introducing Mann's Family Favorites™ featuring nostalgic, upscale design that conveys our rich heritage and dedication to providing premium fresh produce for 75 years.



Mann Packing Co., Salinas, CA • 800.884.6266 • veggiesmadeeasy.com

High-Quality Produce Important In Giving Grocers Competitive Edge

BY CHERYL FLINK, CHIEF STRATEGY OFFICER FOR MARKET FORCE INFORMATION

Competition in the grocery industry has never been tougher. The emergence of more niche players, discount stores and upscale chains gives traditional grocery retailers a run for their money. As grocers look for growth opportunities, the fruit and vegetable aisles are evolving as areas where brands can differentiate and gain a competitive edge. A recent grocery industry study by Louisville, CO-based Market Force Information found that high-quality produce is one of the top 10 attributes that influence consumers' choice of grocer — ranking higher than high-quality meat and organic food choices.

The survey was conducted online in March 2014 across the United States and Canada. The pool of 6,247 respondents reflected a broad spectrum of income levels, with nearly 60 percent reporting household incomes of more than \$50,000 a year. Respondents' ages ranged from 18 to over 65. Approximately 73 percent were women and 27 percent were men, and 50 percent have children at home.

Trader Joe's Repeats As Overall Favorite Grocer

As a whole, which major grocery chains are delivering the highest levels of satisfaction and delighting their customers? According to our study, Trader Joe's is North America's favorite grocery chain, based on customer satisfaction and the likelihood that they would recommend the store to others. It topped the rankings for the second consecutive year with a score of 82 percent, followed closely by Publix in second place with 80 percent, ALDI and Costco in a tie for third with 76 percent each, Hy-Vee fourth with 69 percent, and H-E-B rounding out the top five with 67 percent.

Who Wins in Produce?

While price and convenience are important factors for grocery shoppers, being inexpensive or located on every corner is no longer enough to attract and retain customers in the fast-growth grocery

sector. To better compete, certain grocery brands are focusing on their produce sections — some to the point of making them the main draw of their stores — and they just may be earning more frequent visitors and brand advocates as a result of this specialized strategy.

In addition to identifying consumers' overall favorite grocers, our research revealed how the top chains fared in categories such as produce. Publix won on offering the highest-quality produce (58 percent), H-E-B was second (56 percent), Trader Joe's was third (53 percent), Costco was fourth (48 percent) and Hy-Vee was fifth (43 percent).

Interestingly, the same grocery stores that appear in the Top 5 of the produce rankings are also the leaders on the overall "favorites" list. ALDI, which is notorious for offering low prices, was the only exception. This suggests that high-quality produce may have a strong bearing on overall satisfaction and lead some shoppers to bypass the stores closest to them in favor of a chain that offers better produce.

Buying Local And Farmers Markets Are Trending

Local food sourcing is of increased interest and importance to consumers. More than half of those studied said that local sourcing of produce, meat and dairy products is important or very important, and 65 percent are more likely to buy these products if they are locally sourced.

Shoppers are also heading to farmers markets in droves in search of fresh, local produce. Nearly three quarters of respondents reported that they buy at least some produce from farmers' markets in their area during the months that they are open, and 19 percent buy at least half of their produce from these markets.

Organic And Non-GMO Insights

Organic foods continue to gain in traction among health-conscious consumers, and are now a regular feature in most super-

markets. Of the organic food options available, produce is by and large the most prevalently purchased. Eighty-two percent of those studied said they buy organic produce, trailed by meat with 50 percent. Dairy, snacks, cereal and personal hygiene products are also popular organic purchases. The main reasons given for purchasing organic food options were better nutritional value, better quality and absence of genetically modified organisms (GMOs).

What Types of Organic Products Do You Purchase?

Although GMOs have been prominent in the news, leading some consumers toward organic food choices, half of those surveyed have little-to-no familiarity with them — 38 percent indicated they're unfamiliar with GMOs, compared with 13 percent who said they're very familiar with them. Of those 13 percent who are very familiar with GMOs, 69 percent expressed a concern about their use.

Key Takeaway

Produce, particularly organic produce, continues to be a key factor in choice of grocery brand. Shoppers crave fresh and healthy foods for their families. Grocery retailers that showcase produce may be winning more loyal business and standing out from their competition by focusing on a food category that is highly important to their shoppers. However, competition isn't just coming from other regional and national grocery chains — farmers markets are also emerging as a contender in the produce battle among consumers who want to locally source their produce.



About Market Force Information

Headquartered in Louisville, CO, Market Force uses customer intelligence to advise multi-location businesses about consumers and drive performance in a strategic, efficient and profitable way. The company provides customer experience information, analyzes it, combines it and correlates it with real sales data and predictive models to assist businesses in their marketing efforts.

Murky Attributes Impact Grocer Rankings

BY JIM PREVOR, EDITOR-IN-CHIEF, PRODUCE BUSINESS

The thing about research is that getting the answers from consumers is just the start. Understanding what consumers actually mean is a whole separate challenge.

It is not surprising to learn that produce can be a big differentiator for stores. Obviously, branded grocery products are identical from store to store, so that whittles the big product differentiators down to private label grocery offerings with distinctive flavor, quality or value propositions and perishables.

This tends to go just below the big four — location, price, cleanliness and assortment — as reasons for consumers to select one store over another.

Once one gets past these fundamentals, things get murky, fast. So in this study, we learn that “high-quality produce” is one of the Top 10 attributes that impact a consumer’s ranking of a grocer. One can just imagine a vice president of produce, having been given this research and being anxious to utilize this information to conquer his marketing area.

The thing to understand about this research is it doesn’t actually compare store to store. So although Publix is ranked No. 1 for offering the highest quality produce with 58 percent and H-E-B is No. 2 with 56 percent, this does not mean that consumers judged Publix to have better produce than H-E-B. It means that of those who are familiar with Publix, 58 percent think it offers the highest quality produce compared to other options these consumers are familiar with. Most of these people never stepped into an H-E-B.

Equally, the “overall favorite grocer” is an odd measure. Three of the five top-rated chains are not traditional grocery stores at all: Trader Joe’s, Costco and Aldi. They are somewhat unique. Trader Joe’s really has no competition in its class of stores, and Aldi only has minimal concept competition in the U.S. Costco has just two competitors, and BJ’s is quite regional. One wonders if consumers don’t compare “like to like” and these chains win because they are dominant

in their categories. It would be interesting to see if comparable people who rate, say, Costco as their “favorite grocer” actually shop less at supermarkets than other consumers. There is cause for doubt. It may reflect a nomenclature issue.

Similarly, the interest in local is not surprising. It has been stoked by countless articles and retailers’ own marketing. But the research doesn’t tell us the actual impact on sales of local. Other research indicates that consumers like local for specific reasons: They believe it will be fresher, because they think it will come to the market quicker; it will be riper, because they believe it will be picked later; it will be cheaper, because they believe that the transportation is less.

There has never been a study, however, indicating that if these expectations are frustrated, mass-market consumers will still choose local to solely support the local economy or maintain open space. In other words, “local” can be thought of as a brand with brand attributes. But if the local item is not fresher, has inferior taste and costs more than an alternative, the professed consumer interest in local may not translate to consumer purchase.

The fact that people sometimes purchase organic is not surprising. In a fair number of supermarkets today, lower volume SKUs are only available in organic versions. These items don’t merit two slots in a warehouse or double facing in expensive refrigerated cases. Retailers stock the organic version so they can satisfy organic stalwarts while having the product available for everyone. In other cases, the organic premium is small or non-existent, and organic may also function as a kind of brand for a healthier alternative.

We also have an indication that some parents are very sensitive regarding young children and seek organic products to feed them; sometimes the whole family rides along. But this research indicates the organic demand may not be built on a strong foundation. The study says that consumers buy organic for better nutritional value (although there is very thin evidence of this), better

quality, (although it is unclear in what sense organic offers better quality) and absence of GMOs. Yet if current labeling initiatives pass, then non-GMO product that is not organic would be identified as less expensive than organic.

Publix and H-E-B have high-quality produce because they have the kind of produce their customers want to buy.

The research also shows that GMOs are very much a niche concern. Only 13 percent of consumers are familiar with the issue, and of those, almost a third have no concerns.

The research on farmers markets is interesting but raises many questions as well. Most notably this: If 19 percent of consumers were buying more than half their produce from farmers markets, with almost three quarters of consumers buying some produce from farmers markets, then sales through conventional channels would collapse. They have not. So, either the claim is aspirational — people say they are doing what they wish they would or think they should — or going to farmers markets drives up consumption or purchases at a farmer’s market are of a tourist nature and don’t really impact conventional channels.

In any case, the issue of quality is not determined by any of these things or by an objective standard. Publix and H-E-B have high-quality produce because they have the produce their customers want to buy. That is a marketing lesson that stands regardless of what any given research report may say. **pb**

Fertile Ground for Retail Success



FLORAL BUSINESS ... reaching floral executives making buying decisions for supermarket, mass market and club store floral departments.



For editorial inquiries, marketing strategy and advertising exposure, contact: E. Shaunn Alderman.
SAlderman@phoenixmedianet.com
Phone: 561-703-4010
Boca Raton, Florida
www.FloralBusinessMagazine.com

SEPTEMBER 2 - 7, 2014 JOINT TOMATO CONFERENCE

Conference Venue: Ritz-Carlton Beach Resort, Naples, FL
Conference Management: Florida Tomato Committee, Maitland, FL
Phone: (407) 660-1949 • Fax: (407) 660-1656
Email: Diana@floridatomatoes.org
Website: floridatomatoes.org

SEPTEMBER 8 - 10, 2014 THE WASHINGTON CONFERENCE

Conference Venue: Hyatt Regency Washington on Capitol Hill, Washington, D.C.
Conference Management: United Fresh, Washington, D.C.
Phone: (202) 303-3400 • Fax: (202) 303-3433
Email: jtoner@UnitedFresh.org
Website: unitedfresh.org

SEPTEMBER 11, 2014 NEPC PRODUCE & FLORAL EXPO

Conference Venue: Hyatt Regency Newport Hotel & Spa, Newport, RI
Conference Management: New England Produce Council, Chelsea, MA
Phone: (781) 273-0444
Email: nepc2@rcn.com
Website: newenglandproduce.com

SEPTEMBER 17 - 19, 2014 FFVA CONVENTION

Conference Venue: Ritz-Carlton Beach Resort, Naples, FL
Conference Management: Florida Fruit & Vegetable Association, Maitland, FL
Phone: (321) 214-5200 • Fax: (321) 214-0210
Email: martha.tucker@ffva.com
Website: ffva.com

SEPTEMBER 24 - 27, 2014 SEPC FALL CONFERENCE

Conference Venue: Brasstown Valley Resort, Young Harris, GA
Conference Management: Southeast Produce Council, Inc., East Ellijay, GA
Phone: (706) 276-4025 • Fax: (866) 653-4479
Email: info@seproduceccouncil.com
Website: seproduceccouncil.com

OCTOBER 7 - 10, 2014 NACS SHOW 2014

Conference Venue: Las Vegas Convention Center, Las Vegas, NV
Conference Management: The Association for Convenience & Fuel Retailing (NACS), Alexandria, VA
Phone: (703) 684-3600 • Fax: (703) 836-4564
Email: jlenard@nacsonline.com
Website: nacsshow.com

OCTOBER 17 - 19, 2014 PMA FRESH SUMMIT

Conference Venue: Anaheim Convention Center, Anaheim, CA
Conference Management: Produce Marketing Association, Newark, DE
Phone: (302) 738-7100 • Fax: (302) 731-2409
Email: jmickel@pma.com • Website: pma.com

OCTOBER 19 - 23, 2014 SIAL PARIS EXHIBITION

Conference Venue: Paris Nord Villepinte, Paris, France
Conference Management: SIAL Group, Paris, France
Phone: +33 (0)1 76 77 11 11
Email: exhibit@sialparis.com • Website: sialparis.com

OCTOBER 30 - NOVEMBER 1, 2014 NOGALES PRODUCE CONVENTION AND GOLF TOURNAMENT

Conference Venue: Tubac Golf Resort, Tubac, AZ
Conference Management: Fresh Produce Association of the Americas, Nogales, AZ
Phone: (520) 287-2707
Email: aadams@freshfrommexico.com
Website: freshfrommexico.com

NOVEMBER 2 - 5, 2014 WESTERN GROWERS ANNUAL MEETING

Conference Venue: Bellagio Hotel, Las Vegas, NV
Conference Management: Western Growers Association, Newport Beach, CA
Phone: (949) 863-1000 • Fax: (949) 863-9028
Email: jtimmering@wga.com
Website: wgannualmeeting.com

DECEMBER 2 - 4, 2014 THE NEW YORK PRODUCE SHOW AND CONFERENCE

Conference Venue: Jacob K. Javits Center
Conference Management: PRODUCE BUSINESS and Eastern Produce Council
Phone: 212-426-2218
Email: info@nyproduceshow.com
Website: nyproduceshow.com

JANUARY 7 - 9, 2015 POTATO EXPO 2015

Conference Venue: Rosen Shingle Creek, Orlando, FL
Conference Management: National Potato Council, Washington, D.C.
Phone: (202) 682-9456 • Fax: (202) 682-0333
Email: hollee@nationalpotatocouncil.org
Website: potato-expo.com

JANUARY 8 - 11, 2015 SE REGIONAL FRUIT & VEGETABLE CONFERENCE

Conference Venue: Savannah Int'l Trade and Convention Center, Savannah, GA
Conference Management: Georgia Fruit & Vegetable Growers Association, LaGrange, GA
Phone: (877) 994-3842 • Fax: (706) 883-8215
Email: skilgore@asginfo.net
Website: gfvga.org

JANUARY 11 - 13, 2015 WINTER FANCY FOOD SHOW 2015

37th Winter Fancy Food Show - The West Coast's largest specialty food and beverage event.
Conference Venue: Moscone Center, San Francisco, CA
Conference Management: Specialty Food Association, New York, NY
Phone: (212) 482-6440 • Fax: (212) 482-6555
Email: erivera@specialtyfood.com
Website: fancyfoodshows.com

JANUARY 15 - 16, 2014 UPPER MIDWEST REGIONAL FRUIT & VEGETABLE GROWERS CONFERENCE & TRADE SHOW

Conference Venue: St. Cloud River's Edge Convention Center, St. Cloud, MN
Conference Management: Minnesota Fruit & Vegetable Growers Association, Ham Lake, MN
Phone: (763) 434-0400
Email: mfvg@msn.com
Website: mfvg.org

To submit events to our Forward Thinking calendar, please e-mail info@producebusiness.com.



SAVE THE DATE!!!

DECEMBER 2-4, 2014



FOR MORE INFORMATION:
PH: 212-426-2218 • www.nyproduceshow.com



CELEBRATING
FRESH



JIM PREVOR'S

PERISHABLE

PUNDIT

How To Win A Sustainable Business Advantage

FROM JIM PREVOR'S PERISHABLE PUNDIT 06.03.2014

The *Perishable Pundit* interviews Henry Robben, professor of marketing at The Netherlands-based Nyenrode Business University regarding marketing strategy, company competition and remaining sustainable in an ever-changing market by creating competitive advantages — in other words, reasons for customers to buy and to stay.

Q: Can you describe what you term as competitive advantages and explain how fresh produce companies and retailers can achieve them?

A: In Fast Moving Consumer Goods (FMCG) and retail, we need to create competitive advantages in terms of image, offering, customer process, and sometimes price. It is only when these competitive advantages truly act as compelling reasons for customers to buy that we can think about sustainability. If you look at Lidl, the German discount chain, they have won an award in the Netherlands four times in a row (2010-2013) for having the best produce in a supermarket chain. Given that they are a hard discounter, this raises a few questions. We have a hard discounter that is winning market share with non-branded produce. You could say that the retailer's own brand rubs off on that produce and it's also the additional services and products that they sell that attract the customers.

Q: So, you believe that reputation and image play a key role in developing a competitive advantage?

A: Yes, my research shows the biggest differentiator between companies that are winning and losing is their image. We have found that to be true across several industries: B2B, B2C, services, products and so on. Of course, image is something that doesn't happen overnight; you work toward it over many, many years. Image is also customer-specific, it's not product-specific and it may not be company-spe-

cific, which makes it difficult to make a very clear-cut suggestion to companies because it's their customers that experience a certain image. It's customers who say: 'I like this company because . . .'

What every executive should do is think about how the company is being perceived at a particular moment, and ask themselves what are the particular components of the company's image that the customers like. Find out what your image should be in order to retain your customers. In my research, you don't see any significant statistical differences in terms of the offering as most supermarkets and companies have an OK offering. They don't distinguish themselves in terms of how they treat the customer because in Western Europe we know what customers like and we know how to treat them. So maybe it's the image that needs working on.

Q: Apart from using image and product coupling, are there any other ways that fresh produce suppliers can develop a competitive advantage?

A: Obviously recipes and usage instructions are attractive but that's really a no-brainer as everyone is doing it. You could also look at changing your assortment according to seasonality, which is a big deal in some markets where people prefer to buy produce that's in season. I know that many people in the Netherlands for instance like tangerines but for them tangerines are a summer product so you could just sell the fruit in summer. But, of course, there will be some who argue that tangerines can be supplied and eaten all year round. Local sourcing is another way. I know a local grower in the Netherlands that delivers its produce to customers at home and it only supplies those fruits and vegetables that are in season. So they must be taking some market share from the supermarkets. The top restaurants in the Netherlands also get their produce

from local growers and they simply use what's available at the time.

Q: Do you think local sourcing could really lead to major sales growth in a market like the U.K. where consumers have become so used to having all of their produce items in stock all year round with consistently good quality and the option to buy a whole range of fruits and vegetables which the UK simply cannot grow under its climate?

A: For those who want to eat produce all year-round which are not grown in the UK, assortment comes into play. Produce is such an important category for households — you have to have it. Lidl has shown that if you offer a good assortment then you can win market share. I think that because no one expects a hard discounter to have such a good assortment of produce and such good quality, consumers are pleasantly surprised and shop there more often. It makes it more enticing. You could also differentiate your assortment by selling local produce at a regular or lower price and the more exotic produce at a higher price. But then you may put off those shoppers who want to do all of their shopping in one store.

Q: Clearly there isn't a one-size-fits-all strategy to developing your competitive advantage, so how can companies work out what is the best marketing approach for them? Does it come down to working out the specific needs of your own customers and tailoring your offer accordingly?

A: As a marketer I'm fighting against the idea of there being one solution. I know that quite a few industries would like to have a very efficient solution that they can use at any time, in any place and anywhere. As a marketer I don't think you should look for such a solution at all. I strongly believe that there are

It's POM Time!



It's the most Wonderful time of the year! Especially if you're fully stocked with POM POMS, POM Wonderful 100% Pomegranate Juice and POM Wonderful fresh pomegranates.

All three will be supported with a multi-million dollar marketing campaign—in-store POS, promotional support, public relations and the largest FSI program in POM history! Not to mention, the biggest merchandising team in produce. Get ready. It's gonna be POM time all the time.

Plan for an early harvest and order your POM POMS and pomegranate display bins now at GetBins@POMWonderful.com or contact your local Wonderful Brands sales representative at 877.328.7667.

many segments in a market. I don't believe that there is a homogenous market, so there will always be segments of customers who would prefer one assortment over another assortment. What you need is a solution suited to your environment and your customer, and preferably one that can't be copied quickly. In other

words, look for an effective solution and not so much an efficient solution.

Q: How would you suggest that a retailer presents its produce to people who cook in different ways? For example: the every-day or efficient cook, who cooks to eat; the social cook, who cooks because they like to entertain family and

friends; and the would-be professional chef. All three types of these cooks may show up at your store yet they are all looking for different products.

A: Of course you couldn't segregate your supermarket for the different cooks because there is some crossover. For instance, I am a social cook but I'm also an everyday cook because I need to feed my children. So a good idea would be to offer several varieties of produce. You might also have different packaging options and presentations with different weights for the various customers' needs. But for the hard discounters the best solution would be to focus on one or two of these segments and not on all of them. The power of many great marketing companies is their focus. They don't want to be everything to everyone.

Q: If it really comes down to fully understanding who's buying your products, how can companies and retailers learn more about their consumers?

A: The easiest way for retailers to find out about their shoppers is through simple observation. Go to your store and see what is happening. Another way is through analyzing data. Don't assume, just analyze the data and see what it means. Loyalty programs would create a lot of data. You could also get data from watching how consumers behave in their own homes. There is a market research agency called Insites which has a different approach to gathering data. They use online qualitative research whereby they establish a forum on the internet and invite everyday customers to talk about their experience with certain products.

Q: What do you think is the industry's greatest challenge?

A: The most important thing is to focus. Don't expect that you can sell everything to everyone. Don't expect that you can be the number one in each category. I think companies and retailers should focus on those customers that for them are the right customers. If you try to cater for everyone you will have a problem. I firmly believe that the only way to become sustainable and to be sustainable is to focus on what it is that the customer needs and to make sure that you differentiate yourself and that you're relevant in the eyes of the customer.



producebusiness
MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

RECIPES
FOR MARKETING EXCELLENCE

26th ANNUAL
MARKETING EXCELLENCE AWARDS

10 Best Campaigns Recognized For Stellar Creativity, Strategy And Execution

To get ahead in the produce business, you need to stay ahead of the produce business.

THE INTERNATIONAL BUSINESS MAGAZINE
SERVING THE FRUIT, VEGETABLE
AND FLORAL INDUSTRIES.

For subscription information, please visit
www.producebusiness.com
or call **561-994-1118**



PHOTOGRAPHY BY SASHA SANTAMARIA



Eastside Marketplace prides itself on offering conventional and organic produce at the same prices.

Eastside Marketplace

“Eat Better, Live Longer” is more than just a mantra for this Providence, Rhode Island retailer. **BY KEITH LORIA**

A visit to the Eastside Marketplace in Providence, RI, is more than just a humdrum trip to the grocery store. This independently owned store prides itself on creating a welcoming atmosphere and offering something more personal.

That’s immediately apparent when customers walk through the door, as they are treated to a complimentary cup of coffee and smiles from the workers. Shoppers are encouraged to take their time and browse through the large selection of conventional, organic and unusual items the store has available.

With a mantra for its customers to “Eat Better, Live Longer,” the folks behind Eastside Marketplace work hard to offer the finest choices in conventional and organic alternatives — all at competitive prices.

“The most important reason for our success is our associates,” says Brian Pacheco, general manager of the store. “They take great pride in not only providing great customer service, but they all try to exceed our customers’ expectations at every interaction.”

Robert Sun, a customer of the store for the past few years, was impressed by the store’s commitment to the patrons.

“They have a great selection of top label products,” he says. “The staff is friendly and helpful. They smile and they are willing to package the product smaller or larger; whatever you want, just to please the customer.”

Produce Is Key

Eastside Marketplace also prides itself on its unusual produce department, which carries a wide variety of fine-quality produce and sourcing only the freshest conventionally and organically grown fruit

and vegetables from local growers and purveyors.

When you walk into the store, the first two things you will encounter are produce displays; one on the left and one on the right. They are filled with a featured item, a very seasonal item and an item that the store can provide with competitive pricing.

“Whether from 5 miles away or 5,000, we offer each item with



confidence and pride, the freshest and best available," says Ken Muserlian, perishable manager of the store. "We have a great produce manager, Jesse Cardarelli, and associates. We spend lots of time on the sales floor and do lots of sampling for our customers. Plus, our associates are required to greet every customer in the department. Our success is a combination of a friendly atmosphere coupled with the freshest produce."

The produce department itself is in the

back right corner of the store, and comprises close to 4,000 square feet.

"The first display tries to feature something different in the produce world," says Muserlian. "Beyond that is what I call my 'bread and butter'—the berries. That's a huge percentage of our business, and we sell any type of berries we can get."

One thing that separates the store from the competition is that it guarantees organically grown produce at the same price as conventional — never charging more just

"Being a single independent, we are able to do things at our level, shift gears and take advantage of those types of capabilities."

— Ken Muserlian,
Perishable Manager

because it's organically grown.

"If one item is on sale — say the Red Delicious apple — the organic will be on sale at the same time for the same price," says Muserlian. "That scares most retailers because there is a margin for loss when you do it, but we think it's worth it — especially in a neighborhood where Brown University is a half mile away. Students and faculty are very much into eating organically grown foods, and we do a pretty good job of it."

Muserlian instituted strict rules for finding the best produce to fit the store's high standards. In that regard, he won't allow anything smaller than an 88 apple, nothing smaller than a 56 orange or a 32 grapefruit.

"Being a single independent, we are able to do things at our level, shift gears and take advantage of those types of capabilities," says Muserlian. "We source product from local vendors that provide us with very fresh, unique products, and we like to mix in unusual products the other stores don't carry as well. We know what our customers have bought over the years, and those are the items we try to focus on for sales and displays."

Eastside Marketplace offers 40 varieties of store-packaged dried fruits, nuts and candies, its own fresh-squeezed juices and hand-cut fruits and vegetables, plus novelty and hard-to-find selections from around the globe.

Unusual items you won't find at a traditional grocer include things like Ugli Fruit, red bananas, persimmon, graffiti eggplant, prickly pear, fiddlehead fern, broccoflower, and loquats.

"Our local growers will offer many of these items, and some of our main suppliers also have these items," says Muserlian. "Our suppliers will look for what we need. A couple of weeks ago, we sold dragon fruit at a fair retail price and we sold 10 cases, which is unusual. Through sampling, tasting and talking with our customers, this item moved."

Continuing Our Commitment to Service and Quality



BOSTON, MA
100 Cummings Center Suite 234F Beverly, MA 01915
Toll Free: **877-836-6295** • Phone: **978-524-0065** • Fax: **978-524-0067**
Dave Patnaude, Manager, Cell: 617-224-7442 • Email: dpatnaude@ctcproduce.com
Sean Murdock, Sales, Cell: 617-224-6420 • Email: smurdock@ctcproduce.com

CORPORATE HEADQUARTERS
P. O. Box 250 • 125 Commerce Ct. • Cheshire, CT 06410
Ted Kulpik, East Coast Sales Manager
Eileen Oliver, Sales • Carmen Rosa, Sales
Phone: **203-271-2006** • Toll Free: **800-433-1403** • Fax: **203-271-2796**

Offices located throughout the U.S. to serve all your needs.

MONTEREY, CA	BAKERSFIELD, CA
Linda Spry, West Coast Sales Manager	Ralph Baker, Sales Manager
Larry Burkett, Sales	661-377-1575 phone
831-655-7720 phone • 800-562-9844 toll free	661-377-1580 fax
831-655-7725 fax	

Over 30 years of combined experience in produce procurement and transportation service.
We specialize in melons, grapes and citrus procurement from all major growing areas.
Please contact us to fulfill your need for quality transportation service, backed by our 24/7 personnel commitment.
www.ctcproduce.com







A Little History

Eastside Marketplace has been owned by Scott Laurans, chairman of the board at the Lifespan hospital group and an investment consultant at Bank of New York Mellon Corp., since 1981. Laurans was no stranger to the grocery biz, as his family owned and operated Roger Williams Foods Inc., a major Cumberland, RI-based food distributor, which was bought in 1988 by what is now Supervalu Inc.

"I think we started being different in the early '90s, when we began carrying natural

foods and organic produce — that wasn't really seen in markets around here," says Muserlian. "Then Bread and Circus [a Brookline, MA-based specialty retailer eventually bought by Whole Foods Market in 1992] moved down the street, and our business really jumped, because our pricing was so much better and we offer more variety."

Muserlian, who has been with the store for almost 25 years, says the store underwent a large renovation in 1996, with approximately 7,000 square feet of floor space added.

"At that time, we put in a full-scale prepared foods department," he says. "We also added a different seafood department, whereby we sell only fresh fish — not treated or frozen. We bring fresh fish in at least once a day."

Not long after, the store added to its commitment to the Jewish community by bringing in a conventional kosher shop every Thursday.

"It's the only kosher butcher in Rhode Island," says Muserlian. "We bring in product from New York — chicken, beef, lamb and veal— and we cut and prepare it all under the full supervision of the Rhode Island Kashruth Commission."

Editor's Note: Last month, Ahold USA, the American division of Royal Ahold NV, purchased the local grocery store's holding company, ESM Inc. Eastside Marketplace will retain its name and be operated as a separate division of Ahold USA.

"It's not going to be a Stop & Shop," Laurans said at the time of the sale. "It's going to remain Eastside Marketplace in all respects, including personnel. **pb**"

For Over 73 Years...

"Rosebud on the label means quality on the table!"

COMMUNITY SUFFOLK INC.

Offering Full Service...

**Repacked Fruits & Vegetables, Foodservice Products
and a Full Line of Fruits & Vegetables from all Producing Areas.**

*Tommy, Steven, Jack, or David Piazza
Ron Dugas, Chris Rodes, John Michaels,
Mike Patalano or Joe Gelardi*

617.389.5200 • fax 617.389.6680

**Boston Market Terminal • 304 Second Street • Everett, MA 02149
New England Produce Center • Bays 126/127 • Chelsea, MA 02150**

617.884.0127



XXXX



GOING GREEN

With Urban Gardens



(L-R) PHOTOS COURTESY OF VERTIFARMS



Rouses Supermarkets partnered with VertiFarms to develop its vertical aeroponic urban garden that consists of about 60 towers and grows a range of herbs for the store including basil, thyme, cilantro and parsley.

A look at how growers and retailers work together. **BY KEITH LORIA**

In today's 21st century world, urban greenhouses, rooftop gardens and hydroponic operations are becoming more commonplace. Everywhere you look, these methods are taking root.

A Whole Foods Market in Brooklyn, NY, built a greenhouse on its roof; De Kas Restaurant in Amsterdam only serves meals created using produce picked from its on-site greenhouses on the same day; and at AT&T Park, the baseball stadium in San Francisco, an organic

garden has been installed in the outfield, which supplies produce for some of the parks' concessionaires.

Many supermarket operations across the country are also taking advantage of these unique produce opportunities.

Daniel Levine, director of Avant-Guide Institute, the consumer trends consultancy in New York City, says rooftop gardens are having their moment, and retailers need to be on-trend to attract customers and to keep



we speak
fresh.



Introducing Robinson
Fresh,[®] a produce leader
you may already know.

Fresh. It's essential to your shoppers, and to you. That's where we come in. We're Robinson Fresh[®]—people focused on fresh produce, and eager to help grow your business.

Although our name is new, we're one of the largest produce companies in the world, with over 100 years of experience. Together with our growers, field staff, and agronomists in 36 countries, we take pride in providing fresh mangos from the other side of the world, or melons from the other side of town.

Our goal is to exceed your expectations through quality produce, innovation, marketing ideas, and solutions that set you apart—everything you need to keep things fresh with your customers.

Let's talk fresh
www.robinsfresh.com
855.350.0014

Visit us at PMA booth #910
October 17–19, 2014
Anaheim Convention Center



PHOTO COURTESY OF EDIBLE GARDEN

Edible Garden, Belvidere, NJ, is a family of co-op local growers whose farmers specialize in fresh, hydroponic produce, offering herbs and leafy greens in supermarkets such as A&P and grocery stores throughout the Northeast.

“The best [retailers] are solidifying their position as integral members of their communities by inviting customers to learn about the how’s and why’s of urban farming.”

– Daniel Levine,
Avant-Guide Institute

20,000-square-foot greenhouse constructed on the roof of the Gowanus’ store will grow premium quality, pesticide-free produce year round for the store and other Whole Foods Market locations throughout New York City.

“Gotham Greens has been a valued local supplier of high quality, flavorful and fresh produce to Whole Foods since early 2011, making this greenhouse project a natural and extremely exciting next step in our relationship,” says Christina Minardi, Whole Foods Market’s northeast regional president. “We’re particularly excited to partner with a local organization with roots right here in Brooklyn and a mission in line with our own, in that we both care deeply about providing local, fresh and sustainably produced food.”

A Sound Partnership

Paul Kneeland, vice president of produce, floral and meat at Kings Food Markets, headquartered in Parsippany, NJ, says produce is a relationship business, and in order to be successful, buyers and sellers need to have the same strategic goals about whom they cater to and what their positioning is in the marketplace.

“If you don’t have that, the relationship won’t last long,” says Kneeland. “We have partnered with greenhouse operations that are high quality, such as Sunset in Leamington and Backyard Farms in Maine. We will be partnering with a local greenhouse, AeroFarms, in the fall.”

Rouses Supermarkets, headquartered in Thibodaux, LA, started a Roots on the Rooftop program in May of 2012 with the goals of being a profit-maker and to be able to offer fresh-grown herbs to its customers and its foodservice production areas.

Rouses was the first grocer in the country to develop its own aeroponic (water is sprayed or misted on plants rather than sitting plants in

a half step in front of the competition.

“Today’s grocers, once again led by Whole Foods, are enthusiastically embracing the hyper-local trend as a point of differentiation,” says Levine. “At the same time, the best ones are solidifying their position as integral members of their communities by inviting customers to learn about the how’s and why’s of urban farming.”

Mary Holmes, who teaches a course called “The Future of Food” at Case Western Reserve University, located in Cleveland, OH, says one challenge is many of the greenhouses and rooftop gardens don’t have enough supply to keep the large grocery stores stocked with food,

however, she does feel more retailers will get into offering these products in the years ahead.

A Novel Idea

In March, the Whole Foods Market in the Gowanus section of Brooklyn became the first retailer to have produce delivered by elevator just hours after being picked, thanks to its partnership with Gotham Greens, the New York City-based agribusiness that built the nation’s first commercial scale greenhouse farm integrated within a retail grocery space on Whole Food’s rooftop.

According to a company press release, the

DELIGHT

THEM
WITH



LET'S TALK
STALK

It's a staple in their kitchen, so make it a staple on your store shelves! Trust Dandy® year-round for a full line of fresh-cut celery that delights shoppers with convenience, flavor, and value. For all of your celery needs, there's no other supplier that can deliver the variety and quality that Duda can!



Duda Farm Fresh Foods
(866)792-DUDA
www.dudafresh.com



Dandy Fresh Fruits
& Vegetables



@Dandy_Fresh



DudaFreshProduce



DandyFresh



DandyFreshProduce

A RISE IN POPULARITY

In 2014, urban gardens literally began blossoming on rooftops, side lots, terraces and elsewhere. People are using any space available to grow vegetables, fruits, herbs, flowers and more.

Marianne Cufone, executive director for the New Orleans, LA-based Recirculating Farms Coalition, a collaborative group of farmers, educators, nonprofit organizations and many others committed to building local sources of healthy, accessible food, says recirculating gardens — using water-based growing techniques that constantly re-use nutrient-rich water — are becoming very popular in places where available

growing space is small, awkwardly shaped, rocky or too contaminated to grow food in soil.

“These systems — hydroponics (growing plants in nutrient-rich water), aquaculture (raising fish in an aquarium-like tank) and aquaponics (a combination of hydroponics and aquaculture where fish and plants are raised together in a single joint system) are popping up nationwide,” she says. “More and more people understand there is a relationship between good health and good food, and they are asking for healthier food, that is produced more naturally, to be more accessible.” **pb**

PHOTO COURTESY OF RECIRCULATING FARMS COALITION



water) urban farm on its rooftop. The vertical aeroponic tower garden utilizes water rather than soil, and allows plants to grow up instead of out. The project was developed by New Orleans, LA-based VertiFarms, a company that provides installation, farm management and consultation services for garden systems.

Similar urban garden designs are used at Walt Disney properties, the Chicago O'Hare Airport Eco-Farm and on the Manhattan rooftop of Bell Book & Candle restaurant.

“Originally we had a local agriculture consultant help us to get the program set up and underway. Since then, we trained a staff that is

headed up by an experienced horticulture professional and a team of associates,” says Joe Watson, director of produce for Rouses. “Together, they plan the farm management process from germination of the upcoming crop, planting, daily monitoring and logging of the crops’ progress through the harvest cycle.”

FIERMAN
PRODUCE EXCHANGE INC

**Out With The Old In With The New.
New Season Of Fresh Potatoes Has Begun!**

Distributors of a Full Line of Fresh Vegetables & Fruit

718-893-1640
Fax: 718-328-3738

247 - 248, 250 - 257, 271
Hunts Point Market • Bronx, NY 10474

TRIPLE J PRODUCE, INC.
SIMS, NC

**YEAR-ROUND
CONVENTIONAL
AND ORGANIC
SWEET POTATOES**

- 2 - 5# MESH BAGS
- MICROWAVABLES

Organic Seasonal Crops:
Asparagus • Beets • Butternut
Acorn • Red and White Potatoes

Sales: *Kristi Hocutt*
(252) 289-8326

www.TripleJProduce.com



Better by
Design

Winner
Best Produce
2014

FIRST PLACE



PMA FRESH SUMMIT
Booth
3802
Anaheim, California

*G*reat Produce Doesn't Just Happen.
It takes the best ripening technology. That's why over 70% of all bananas ripened across North America are processed in the TarpLess® Ripening Room from Thermal Technologies. More than just a ripening room, it gives you fruit that looks better, lasts longer and weighs more. Superior technology that delivers fruit - and sales - that are better by design.

Available Exclusively from:

www.GoTarpLess.com



THERMAL TECHNOLOGIES
INCORPORATED

Great Fruit Starts with Superior Ripening Technology
803.691.8000 • Sales: 803.461.7980 • 803.461.8010 fax

Rouses' downtown New Orleans store currently has alliances with as many as six other hydroponic farmers who grow mostly lettuces and some herbs. Watson says the freshness cannot be duplicated when the product comes directly into the store from its own farm.

"For herbs, the potency is very important for recipe production and this program provides fresh, high quality herbs that are perfect for many recipe applications," he says. "Another positive is the expense saved in transportation costs. While the Roots on the Rooftop program makes up only a fraction of our herb needs, it is a model for the future if we can be successful."

According to Maria Brous, director of media relations for Publix, the Lakeland, FL-based company recently met with a few smaller growers and started to use urban greenhouses/rooftop gardens.

Pamela Mattson McDonald, manager of Astoria, OR-based Prima Terra Produce, an



PHOTO COURTESY OF PRIMA TERRA

Prima Terra Produce is an urban farm that supplies farmers markets in the coastal climate of Astoria, OR, and occasionally cooperatives with salad and braising greens, artichokes, peas and herbs.

urban farm, supplies farmers markets in the coastal climate of Astoria, OR, and occasionally the cooperatives with salad and braising greens, artichokes, peas and herbs. "We like it

that way. We are staying small to respond to market volatility and easily manage pests organically," says McDonald.

Prima Terra regularly works with the Astoria

MERCHANDISING MATTERS

When it comes to merchandising produce from greenhouses, rooftop gardens and hydroponic operations, it's important to have those items stand out in the store.

Rouses created its own label for Roots on the Rooftop under its logo. "Merchandising herbs is quite flexible due to the temperature ranges required for each item. We prefer to combine the Roots herbs with a display that includes another fresh item that complements the herb," says Rouses' Watson. "We use existing display fixtures to merchandise the Roots herbs. For example, the display may be right next to the front entrance along with another locally grown item and/or placed next to a fresh item near the main produce department footprint."

At King's, the produce from the greenhouse operations isn't marketed differently, as greenhouse-grown peppers are merchandised with all peppers; greenhouse cukes with all cukes, etc.

"We do market it as 'hothouse' when we advertise, but I am not sure the customer even knows what that means," says Kneeland. "The product makes its own statement. The quality really stands out."

Additionally, using wire crates, as opposed to wooden ones, helps customers see what produce is available from anywhere inside the store.



Urban Organic's Haberman suggests retailers hold meet-and-greets with farmers, and showcase a section of the produce department dedicated local in order to be a louder and prouder advocate for the community.

"For mainstream produce retailers, urban farmers can provide a tremendous amount of relevancy and engagement with the food-curious Millennials and the health-conscious moms via channels like social media, as well as experiential at the retail level," says Haberman. "We're helping them become more relevant with packaging and an innovative supply chain. A new, savvy shopper has emerged that is health-conscious, and the retailer needs to reach that customer."

Prima Terra's McDonald says retailers should provide information on the farms,

recipes on the products, plus pictures of the fields and beds to better highlight the local product.

According to Klein, CDCG uses several marketing methods to communicate with its retail buyers. It hosts a website where local food producers can list their products and also uses direct marketing methods (such as Constant Contact e-newsletters) to let its buyers know what is being harvested on the urban farm each week.

"Some convenience store owners have told us new customers are often reluctant to enter small businesses in urban areas. Colorful and decorative signs can help invite people in," says Klein. "Many customers have said once they made the decision to go inside, they were surprised to see how extensive the inventory was inside our partner stores."

VandeVrede says Edible Garden tells its story at the local supermarket by using social media outlets and offering signage for the retailers.

"We have a merchandiser visit each store weekly to assist the produce manager in getting the word out about our products," he says. "Our vision remains at the vanguard of an increasing health and nutrition wave, channeling what we believe is the consumer's desire for locally grown, preservative-free foods."

pb

HYDROPONICS 101

Sunday Market and River City Peoples Market, both located in Oregon. River City Peoples Market is a farmers market in Astoria, OR. The city is at the corner of the Pacific Ocean and Columbia River sometimes called “River City.” It has 15-20 booths, all from local farms offering produce, mushrooms, herbs, seafood and flowers. No prepared food is offered, except items like jams, jellies and pickles. Astoria Sunday Market has more than 125 booths and a food/music court. In addition to a produce selection, vendors include winemakers, cheese-makers, and organic items.

“The positives for a retailer are better quality, reliability, integrity, response to specialty demands and it supports the local economy,” says McDonald. “When working with them, it’s important to communicate regularly, be on time, accurate in amounts and bundle sizes, have all receipts in order, and document certification from the government with USDA Organic seals.”

Downers Grove, IL-based FarmedHere is the largest indoor aquaponic vertical farm in the United States and is also the first vertical farm to be USDA Certified Organic. Among the grocery stores that sell FarmedHere’s produce include Whole Foods Market, Shop & Save, and Mariano’s Fresh Market.

According to its website, FarmedHere is committed to the Chicagoland local economy, growing, harvesting, packaging, and delivering locally, by hiring local production staff through a number of social impact programs, including Windy City Harvest and Growing Home.

Current Trends

Fred Haberman, co-owner of aquaponics farm Urban Organics, located in St. Paul, MN, says one of the latest trends in the urban farming space is taking vacant lots and transforming them into urban gardens.

“We’re seeing steady growth in dilapidated buildings becoming contained, year-round urban farms,” he says. “We’re also seeing rooftop gardens increase in numbers as people are realizing this as ‘vacant acreage’ sitting right on top of where they’re working.”

Urban Organics is a 9,000-square-foot garden on the first floor of St. Paul’s historic Hamm Building downtown, harvesting a few thousand pounds of produce a month. The store typically sells its greens in local Lunds & Byerly’s stores. When there is a bit of overflow, they are sold in a few additional grocery stores in the Twin Cities.

“We grow a combination of leafy greens, including kale, chard, basil and cilantro, along with tilapia,” says Haberman. “Our urban farm utilizes aquaponics to create USDA organic

The procedure behind hydroponics is nothing difficult. It’s simply growing plants without soil using a mineral-rich water solution. After the development of greenhouses in the early United States, farmers were looking for alternatives to manure, which was the major fertilizer. In 1936, W.F. Gericke, a professor at the University of California, coined the name “hydroponics” to represent such an alternative.

Today, thousands of farmers use hydroponics to grow popular plants, such as green lettuce or tomatoes year-round, as well as promote safe produce.

Edible Garden, Belvidere, NJ, is a family of co-op local growers across the United States whose farmers specialize in fresh, hydroponic produce, offering consumers nutrient-rich herbs and leafy greens in the supermarket. “We grow in environmental controlled greenhouse. We recycle all the water and use integrated pest management,” explains Ken VandeVrede, Edible Garden’s chief operating officer.

“All of our climate-controlled greenhouses grow year-round, using the most advanced and innovative technologies available,” says VandeVrede. It currently ships living herbs to A&P grocery stores



throughout the Northeast. “We have six farms in the U.S. and are expanding rapidly.”

Paul Kneeland, vice president of produce, floral, and meat at Parsippany, NJ-based Kings Food Markets, says the food safety aspect of using greenhouse products is huge. “The instance of any recall is much lower than field-grown product; in fact, I cannot remember one greenhouse recall,” he says. “Secondly, growing conditions are optimal — no weather will affect the product usually. **pb**

greens via a filtration system that uses 2 percent of the water compared to conventional farming. All of this in a contained environment where our farm is not subject to the variances of weather.”

The Experts Speak

Joe Bowman, president of the Northfield, MN-based Conscious Living Institute, LLC, says it’s a very pressing time in the industry for addressing food production in year-round growing strategies with local growers finding their niche and competitive advantage for their enterprises.

“There are a number of people developing enterprises here in Minnesota that have greenhouses for year-round production with a more sustainable design focus on energy usage to generate produce for market and direct sales to restaurants and local groceries and food co-ops,” says Bowman. “There are also a number of innovative approaches in play for those developing aquaponic systems that share the nutrients from fish water with the produce growing systems,

sending both produce and fish to direct market clients or commercial.”

The Recirculating Farms Coalition, until recently, was mainly a support entity for other growers but has just begun building its own demonstration and education farm in Central City New Orleans.

“Thus far, we have been growing tomatoes, eggplants, peppers, lettuces, and herbs. We expect to be expanding soon to include other greens, strawberries, and even various types of seafood like soft shell crab and certain fish,” says Marianne Cufone, executive director for the New Orleans, LA-based Recirculating Farms Coalition. “We showcase our operation, staff and products through one-on-one meetings with retailers and events that we host at the farm.”

Recirculating farms can be located almost anywhere — in hot or cold climates; indoors or outside — so food can be grown right where it is used, giving consumers fresher food. This also reduces the use of fuel for shipping and refrigeration, saves money and decreases greenhouse gas emissions.



PHOTO COURTESY OF EDIBLE GARDEN

Edible Garden currently has six farms in the U.S. and ships living herbs to A&P grocery stores throughout the Northeast.

Capital District Community Gardens (CDCG), based in Troy, NY, is a 39-year-old nonprofit serving New York's Capital Region. In addition to managing 50 community gardens, two mobile produce markets, an online farmers market and several other programs that increase

access to fresh food, CDCG operates a 3.5-acre urban farm with two greenhouses, where crops are grown for a local farmers market.

Through its Healthy Convenience Store Initiative, CDCG partners with convenience store owners and other small business owners to

make fresh food available in inner-city neighborhoods where it is typically difficult to access. CDCG installs custom-designed refrigeration units in the convenience stores and stocks them with fresh produce two times a week.

“Offering fresh produce in an urban environment can give retailers an advantage over their competitors because it tends to be a scarce commodity in densely populated areas,” says Amy Klein, executive director of CDCG. “If the produce is local, retailers are even more likely to impress their customers. The taste of fresh, locally grown berries, carrots or leafy greens is undeniably better, and customers are likely to consume more produce if they like the way it tastes and makes them feel.”

Klein notes food hubs are trending in the urban agriculture industry, which is why the nonprofit is rehabbing a 100-year-old industrial property to create The Urban Grow Center — a hub of activity where local food can be grown, prepared and distributed.

“The building itself will use sustainable and replicable technologies, including solar panels, green roofs and houses, permeable paving and more,” says Klein. “Once the Urban Grow Center is completed, CDCG will triple the number of people it serves [currently 175,000

One more reason why Kern Ridge Growers should be your California carrot supplier.



Kern Ridge Growers carries a full line of conventional and organic products.



661-854-3156 • www.kernridge.com



**WE DON'T JUST MEASURE
YOUR SUCCESS.
WE GUARANTEE IT.**



Capital City Fruit measures our performance in quality, consistency, safety, and service. Ask what our Measured Success Guarantee can mean for your business!

For More Information:

Call: 515-981-5111

Fax: 515-981-4564

Email: ccsales@capitalcityfruit.com



☆☆☆

XXXX

CROWDFUNDING AND A 'GIANT' FUTURE

BrightFarms, Inc., a New York City-based company that designs, finances, builds and operates year-round hydroponic farms for retailers, started its own crowdfunding campaign (the practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the Internet) to help finance a 120,000-square-foot state-of-the-art greenhouse in Washington, D.C., that would be the most productive urban farm in the world.

In June, BrightFarms signed a lease with D.C.'s Department of General Services for the site in Washington, D.C.'s Ward 8 and entered into an agreement with Giant Food to be its exclusive retailer in the nation's capitol region.

Under the partnership, BrightFarms is responsible for financing, building and operating the greenhouse while Giant Food will distribute the produce to its stores. The two companies will also work together to distribute produce from the greenhouse to local community organizations that can supply residents who otherwise lack access to fresh produce.

"Crowdfunding offers an outstanding way to let supermarket customers choose and support their local farmers," says Paul Lightfoot, BrightFarms' chief executive. "We're humbled by the support we already received and look forward to serving the Washington, D.C. community."

pb

people] and triple the amount of food it produces each year [currently 350,000 pounds of produce each year]. It will also have a market, so that it can sell freshly harvested food to neighbors onsite."

Final Thoughts

At a time when people are becoming more interested in how their food gets to their plates, where it came from, who grew it and how, "eating local" has become a way for consumers to better connect with their food and its providers.

"Education is an important component of urban agriculture that is often overlooked," says

Klein. "Creating access to fresh food is ineffective if people do not know how to prepare it. CDCG provides recipes, offers samples and invites the community to gardening and culinary education classes so people can be empowered to lead healthier lifestyles."

According to Kings' Kneeland, greenhouse product will become more prevalent in the future as localized greenhouses take the local movement to year-round and bring the freshest produce items to the stores quickly and more

cost effectively.

Our experts agree, the food production system is not ideal. Climate change is creating some of the most volatile weather systems that impose dramatic swings in weather, which is negatively affecting crop yield consistency. As a result, retailers are beginning to embrace new models such as urban farming to showcase a more secure, decentralized, more sustainable system, which will greatly benefit the consumer and the planet.

pb



The Habelman brand is built upon four generations of dedication to growing and packaging superior quality fresh cranberries. We are proud to have earned our reputation as the category leader for providing a pack-to-order supply for season-long availability from mid-September through the Christmas holiday. This combined with our family farm tradition and commitment to sustainable farming practices has proved to be the engine that delivers category growth to our loyal customers.

Traditional 12 oz bag
Packed as
24/12 oz Case



2 lb bag
Packed as
12/2 lb Display Ready Case



3 lb Re-sealable bag
Packed as
8/3 lb Display Ready Case



SUSTAINABILITY

Our Strategy - "By adhering to management practices, Habelman Bros Company is ensuring that the roll they play in sustainable farming is positive. Habelmans strive to protect the environment and resources through sustainable production practices."

Our Commitment - "We have taken many steps throughout our process to reduce our ecological footprint. Sustainability rests on the principle that we must meet the needs of the present without compromising the ability of future generations to meet their own needs."

404 Daly Avenue
Wisconsin Rapids, WI 54494
Phone: 715-422-0410

PROUDLY
REPRESENTED
BY:



Local On The Menu

Examining the farm-to-fork movement and how it impacts restaurants. **BY BONNIE CAVANAUGH**



PHOTO COURTESY OF THE RUSTY SPOON

The National Restaurant Association reported that locally sourced produce is the second-most requested item among professional chefs nationwide.

Produce suppliers are in the midst of what is projecting to be a stellar year for family farms, as restaurants around the country clamor for locally sourced fruits and vegetables. The National Restaurant Association's (NRA) report earlier this year, "What's Hot in 2014," identified locally sourced produce as the second-most requested item among professional chefs nationwide. The annual survey was taken among nearly 1,300 chefs, all members of the American Culinary Federation, to discover the hottest menu trends.

Local sourcing is a venture that could raise food costs for the restaurant trade, but also lessen shipping costs. More important, local-produce sourcing has the power to not only enrich the lifestyle of the family farmer, but also to help redefine the way Americans eat. The restaurateurs say it's more than a fad or a movement, but something the restaurant community at large has been moving toward for some time.

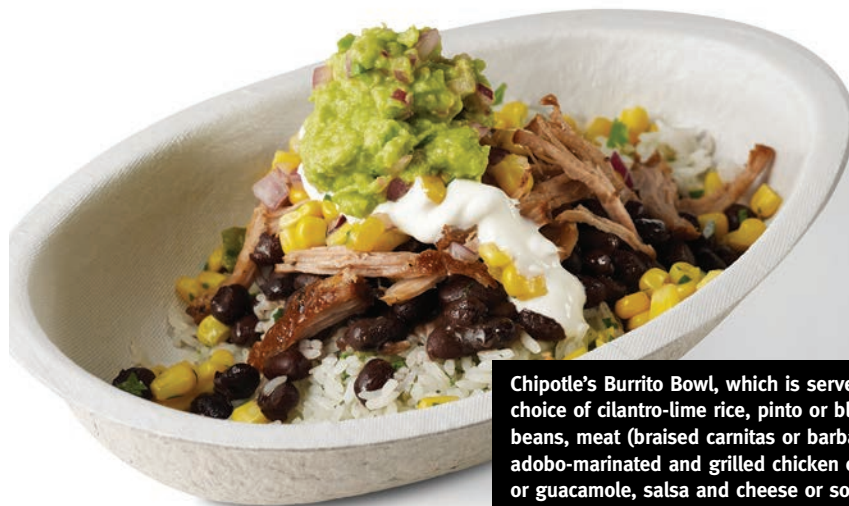
Chef Kathleen Blake of The Rusty Spoon in Orlando, FL, has a long history of local sourcing and sustainable cooking through the past two decades at Square One in San Francisco, CA, Restaurant Nora in Washington, DC, and Primo at the Marriott Orlando Grande Lakes.

"Basically, we do local because we know who the farmer is. We've been to all the farms," says William Blake, owner of The Rusty Spoon and husband to the chef. Sustainable and locally sourced food has long been an intricate part of their lives. "This is something we've been doing for 20 years," he says. "It's a lifestyle for us, not necessarily a new concept. We lived in San Francisco for a number of years and have always had that philosophy. We know what the product is, how it's being raised, and

how it's being produced; therefore, we feel comfortable serving the product."

Sourcing locally is also less taxing on the environment — with fewer produce trucks coming in from other states, the carbon footprint produced by the restaurant is reduced — while sourcing locally supports the local farming economy. Plus, with the farm sources so close at hand, the restaurant chefs and owners also know the farmers.

"Certain farms are doing the right things



Chipotle's Burrito Bowl, which is served with a choice of cilantro-lime rice, pinto or black beans, meat (braised carnitas or barbacoa, adobo-marinated and grilled chicken or steak) or guacamole, salsa and cheese or sour cream.

PHOTO COURTESY OF CHIPOTLE

for the environment,” says Blake. “We know the food is nice and a lot fresher. It doesn’t take seven days to get across the country to us. We know when it’s been picked, even if that’s yesterday.”

The Rusty Spoon’s appetizers such as Charred Local Squid & Octopus feature locally grown watermelon. Entrees, such as Remodeled Lasagna, feature locally grown organic eggplant and summer squash.

“When you go to Europe, there are farmers everywhere,” says Blake. “That’s just the way it is.” In Italy, a person dining inland will not see as much fish on the menu as someone dining on the Italian coast. They’ll eat what’s grown and raised inland. “Most of our fish is local, not lobster from Maine or fish flown in from Hawaii. It’s all caught off the coast.”

Denver-based Chipotle Mexican Grill plans to source more than 20 million pounds of local produce for its restaurants this year, according to a company press release. That’s an increase from its 2013 goal of 15 million pounds. The company has “steadily increased” its locally sourced produce supply since the program began in 2008, preferring to shy away from industrial ranching and factory farming, which, it feels, “produce tons of waste while depleting the soil of nutrients.”

So this year the chain, known for its “fresh Mex” flavors, will continue to work with more than 45 farms nationwide to provide its garden-fresh bell peppers, cilantro, red onions, jalapeno peppers, oregano, romaine lettuce and tomatoes for its more than 1,650 restaurants. Where it’s feasible, the restaurants also will source avocados and lemons from local growers. Chipotle restaurants en masse use some 97,000 pounds of avocados in an average day — or about 60 avocados to make a single batch of guacamole, according to the company website.

“We have a network of dozens of local produce farms,” says company spokesman Chris Arnold, and “nearly all” of Chipotle’s stores are part of the local-sourcing program. The company even created an online game, called The Scarecrow, to raise awareness of the program.

“Produce from those farms goes to our distribution centers, and from there to our restaurants,” says Arnold. “The farms that we qualify as local are within 350 miles of the restaurants they will be sourcing.” That figure is based off a suggestion by the U.S. Department of Agriculture that locally produced food can be found within a 400-mile radius of the source of production. Chipotle factors in other influences such as climate, season and shipping times.



PHOTO COURTESY OF THE FARM HOUSE AND PHOTOGRAPHY BY RON MANVILLE

The Farm House’s Hot Chicken dish, which comes with biscuit puree, kohlrabi, candied skin and warm potato salad.

“Produce from those farms goes to our distribution centers, and from there to our restaurants. The farms that we qualify as local are within 350 miles of the restaurants they will be sourcing.”

— Chris Arnold, Chipotle

Many independent restaurants and smaller chains are looking into “food hubs,” where farmers will band together to deliver produce, and a group of restaurants can cull from a larger variety of ingredients.

Chipotle has not ventured into that area, although local restaurants in Chipotle territories that follow a “locavore” program are undoubtedly pulling from the same produce suppliers. They’re just not partnering with the larger chain.

“Our supply needs are considerably different (and greater) than those of local restaurants, so I’m not sure there’d be much to be gained from that,” says Arnold.

So far, Chipotle’s farm-to-fork program has been a success for the right reasons: Locally grown produce arrives at the restaurants sooner, resulting in fresher ingredients; mean-

while, the chain is supporting local farming economies across the country. It hasn’t yet been an economic boom to the company.

“Cost for this program has essentially been a wash,” says Arnold. “The produce tends to cost a bit more, but there are savings to transportation costs, so we end up pretty much even.”

In Andover, NJ, at the edge of the Sussex County farmlands in the rural northwest part of the state, chef-owner Bradley Boyle of Salt Gastropub is using locally sourced produce on a limited scale, only because of the difficulties in getting enough of what he needs for his take on high-quality bar food. For one, he has yet to find the right mix of farmers and farm stands in this rural area of northwestern New Jersey to supply ample product for his menu.

“It really is hard,” says Boyle. “If I need to get 40 pounds of tomatoes this week, no farmer has 40 pounds of tomatoes. I use a local guy for chicken, but if I need 120 pounds, it’s his whole summer’s worth of chicken.”

His Caesar salad, redubbed Salt Caesar, features romaine lettuce tossed in house-made lemon parmesan vinaigrette with house-made croutons and topped with a beer-battered anchovy. Such typical pub fare as Bangers & Mash gets a revamped appeal with Irish bangers (pork sausage) served on a bed of smashed potatoes with roasted cherry tomatoes, topped with an apple cider reduction.

But Salt Gastropub has taken off so quickly — he opened in 2008 with his wife and partner, Laurie Klein Boyle — that the chef has little time to concentrate on sourcing his

dPRODUCE MAN
Software for the Produce Industry

Fully Integrated Online Produce Software
NEW From dProduceMan Online

- Work from the office, home, or road
- No software to install. Simply sign in from any Internet-connection
- Create and print or email orders right from your dProduce Man Online
- Your data is safe on our redundant servers and is automatically backed up every day.
- 24 / 7 Tech support is included in your monthly fee
- NO long term contract or annual support fees.
- Evaluate dProduce Man Online FREE
- Yes, try it ALL; a full working version! For 30-days FREE



Fully integrated online produce software
Let us show you
Call: 888-776-3626 • Fax: 650-712-9972
sales@dproduceman.com

PMA FRESH SUMMIT CONVENTION & EXPO
OCT 17-19 Anaheim, CA USA • Booth 3738



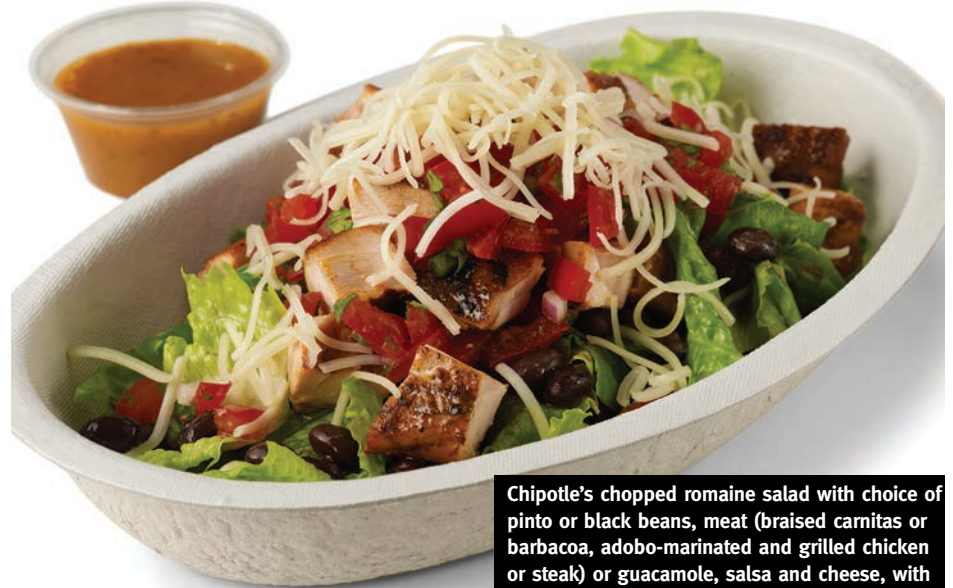
**Consulting to Retailers
and Suppliers**

- 38-year veteran of the produce industry
- Knowledge from "field to fork"
- Conventional and Organic Arenas
- Retail, Category Development, Sales Strategy, and all things Produce



Contact Don Harris at:
Phone: 269-903-7481

E-mail: Don@HarrisProduceVision.com



Chipotle's chopped romaine salad with choice of pinto or black beans, meat (braised caritas or barbacoa, adobo-marinated and grilled chicken or steak) or guacamole, salsa and cheese, with freshly made chipotle-honey vinaigrette.

PHOTO COURTESY OF CHIPOTLE

produce items. "Salt has just become a machine at this point, and it's constantly going," he says.

It's a different pace, however, at his Salt Studio just down the road, the area's first culinary studio hosting private catering for events such as beer dinners and whiskey tastings. Boyle, who apprenticed with Daniel Boulud at New York's Le Cirque, opened Salt Studio "for all things culinary." That includes pop-up restaurants/theme dinners, private parties, culinary instruction, guest chefs, cookbook signings and culinary-related movie and television shows.

"We use everything local," says Boyle. Even the chicken, beef and pork is sourced locally. "We have contacts with local farmers and farmers markets."

Last summer's Studio Chophouse night featured five steaks: Strip Steak with steak fries and creamed spinach; Flank Steak with red potato and bacon salad and fresh summer salsa; Hanger Steak with garlic smashed potato and haricot verte (or French green beans); Skirt Steak with bleu cheese risotto and wilted arugula; and Flat-Iron Steak with homemade tater tots and garlic-lemon broccoli rabe. The meal was complemented with a variety of homemade sauces: Chimmi-Churri Sauce, Salt Steak Sauce, Jersey Tomato Relish, Roquefort Butter, and House Teriyaki.

This August, Boyle brought his local New Jersey cuisine to the James Beard House in Manhattan as part of its Jersey Summer Bounty Dinner, "featuring our proteins and vegetables from Sussex County." Kirk Avondoglio and Brian Bagley, both of Perona Farms, also in Andover; Florian Wehrli, of Triomphe at The Iroquois New York hotel; and Andre de

The majority of our specials are all locally sourced. From there, we do what we can with our regular menu. It was a little easier before, because I could go to the farm and create the menu from what was available."

— Andre de Waal, Dre's

Waal of Dre's, in Newton, NJ also partnered with Boyle for the project.

Dre's is a rebirth of de Waal's former restaurant, Andre's, with a more casual atmosphere and a definite swing toward locavore dining. "We're in a little bit of a shift where we're changing our menu every two weeks. It allows us to use a lot of the local produce," says de Waal. The regular menu is now more fixed. "The majority of our specials are all locally sourced. From there, we do what we can with our regular menu. It was a little easier before, because I could go to the farm and create the menu from what was available."

De Waal has been moving toward local sourcing since the inception of Andre's 16 years ago. The rise of technology has opened that door wide for him.

"To be honest, over the years, we've really tried [to source locally]. What I found to be the biggest problem in the beginning was just

“That’s what’s great about being farm-to-table. You get to be creative every day and give your regulars a twist on their favorite dish.”

— *Trey Cioccia,*
The Farm House

communication,” he says. “Now it seems like the newer generation of farmers are a little more tech-savvy. Maybe we all are.”

Years ago it was “very difficult” to find out what was available from a local farm and when. “Unless you can communicate what you have available, and when it’s available, it’s a difficult proposition,” he says.

Farmers were comfortable calling local restaurants when they had a large crop to sell, but they never thought about calling when they had a small batch of something unusual — which, of course, the chefs would love to take off the farmers’ hands to create a special menu. Now with email, Facebook and texting, a farmer can go online and say, “I have a couple of pounds of garlic scapes,” and a very happy chef will take them.

“I think technology has helped everybody get on board,” says de Waal. “It’s funny how technology can bring us back to where we’re supposed to be. For whatever reason, we stopped eating real food and started eating junk, and now we want to eat real food again.”

De Waal says he originally “fought tooth and nail” against using social media in running his restaurant, but finally was persuaded by customers to get a Facebook account, “just for marketing” the restaurant. And now he’s using it in a variety of ways to trade ideas with other chefs, local farmers and produce suppliers. He even has a blog, “Andre’s What’s Cookin.”

In downtown Nashville, TN, chef Trey Cioccia sources from some 42 farms around “the Music City” for his Southern cuisine at The Farm House, opened in October. He even taps into his own garden for vegetables now and then.

“We grow a lot of our own produce, especially items that we love that are high-priced such as: heirloom beans, corn, tomatoes, okra and carrots,” he says. Everything he grows is from heirloom seed. “We get things like red sweet corn and heirloom torpedo onions from Chris Irons Southland Farms, which

you can’t pass up for the flavor or the beauty of the product.”

The Farm House’s menu is basically dictated by what’s available. “That’s what’s great about being farm-to-table. You get to be creative every day and give your regulars a twist on their favorite dish,” says Cioccia.

The market fish menu entrée reads literally, “Daily whole fish with what’s in the pantry.” Likewise, the Farm Plate consists of “seasonal vegetables and house concoctions.” Then there’s also the Hot Chicken, paired with biscuit puree, kohlrabi, candied skin and warm potato salad; or the Delta Catfish, featuring vegetable ragu, pickled radish puree, carrot top and cucumber salsa verde.

“Sometimes it can be difficult in sourcing local — only because you’re dealing with so many small farmers,” says Cioccia. Weather can play a huge role in what’s accessible. “But we enjoy the rush of a quick menu change, or calling another one of our farmers.”

Sourcing local is “much more expensive” than buying from a corporate food source, he notes. “But once you develop relationships with your farmers they will cut you deals on bulk or on items they are heavy on,” he says.

Cioccia also enjoys the freedom of being able to ask his sources to plant certain produce items for his menu. “I can pretty much tell any of my farmers what I would like to have, and they will usually make it happen,” he says. **pb**



WARREN WHEELER INC.

Specialize in Fruits & Vegetables
from all producing areas

Mike & Bill Wheeler,
Kenny Merritt, Cassie Adams
handle sales & buying

813.234.4211
fax 813.238.9305

FRESH ORIGINS

MicroGreens,
Petite Greens, Edible Flowers,
Tiny Veggies, Popcorn Shoots

NEW AND UNIQUE VARIETIES
OVERNIGHT SHIPPING

800.263.0812
www.freshorigins.com



“NOW SHIPPING FRESH FIGS”

Also: Kiwifruit Year Around
Asian Pears, Persimmons,
Sugar Plums and Hawaiian
Papaya and Ginger

Susan or George: 888.820.0001
Joel or Chris: 888.820.2011
559.662.0301
Fax 559.662.0306

www.westernfreshmarketing.com
Madera, CA 93637



(L-R) PHOTOS COURTESY OF DOLE AND TURBANA



A 2014-published report by the National Center for Health Statistics revealed that on a given day during 2009-2010, more than three-quarters of 2- to 19-year-olds ate fruit, and 9 out of 10 consumed vegetables.

10 Ways To Create Produce Shoppers Of Tomorrow

Supporting healthy initiatives goes a long way with parents and children **BY CAROL M. BAREUTHER, R.D.**

There's good news in the war on childhood obesity.

First, after climbing for decades, obesity rates among low-income preschoolers have begun to level off and are now showing small declines in 18 states and in the U.S. Virgin Islands, according to the 2013 annual progress report, *In It for Good*, published by the Washington, D.C.-headquartered Partnership for a Healthier America.

Secondly, consumption is up. Kids between the ages of 2 and 12 years ate more produce in 2009 versus 2004, according to the Hockessin, DE-based Produce for Better Health (PBH) Foundations' latest research, *State of the Plate: 2010 Study on America's Consumption of Fruits & Vegetables*. Said another way, a 2014-published report by the National Center for Health Statistics, in Hyattsville, MD, revealed that on a given day during 2009-2010, more than three-quarters of 2- to 19-year-olds ate fruit, and 9 out of 10 consumed vegetables.

"Parents, especially millennial parents, are getting the message they need to do a better job of feeding their children more healthful foods such as fruits and vegetables," says Elizabeth Pivonka, PBH's president and chief executive.

The bad news is there's no magic bullet to cultivate a craving for produce in kids.

"Kids are shoppers-in-training. Creating an exciting and engaging atmosphere using a variety of methods will help win their loyalty down the road," says Trish James, vice president of the Orlando, FL, Produce for Kids. "This means, for example, making it easy for new moms to encourage healthy eating habits in their infants; catching a preschoolers' eye in the store with produce that features familiar characters and bringing those characters in-store during taste demos; helping school-aged kids to fuel their brains and bodies with a grab-and-go case filled with convenient produce snacks; hosting a hands-on cooking class for them; and making sure teenagers and young adults can find on-trend items (e.g. kale) in-store."

The challenge for produce retailers is to take advantage of as many opportunities as possible to appeal to tomorrow's shoppers today.

"Retailers who support healthy eating initiatives are perceived to be responsive and in tune with what is important to their customers, thus building loyalty," says Dionysios Christou, vice president of marketing for Del Monte Fresh Produce N.A., Inc., headquartered in Coral

Gables, FL.

Bring 'Em In

Capitalize on what is influencing kids eating habits outside the store. This includes kid-targeted government nutrition and programs as well as the growing number of supermarket registered dietitians/nutritionists (SRDs) who work in their communities and in-store.

1. Welcome WIC Purchases In 2009, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) began providing its clients with vouchers to buy fresh fruits and vegetables as part of its food packages. Pregnant, breastfeeding and post-partum women receive \$10 each month. The \$6 originally designated for 1- to 4-year-olds was raised in 2014 to \$8. The United Fresh Produce Association, in Washington, D.C., championed this groundbreaking change to WIC's 30-year-old produce-less food packages and estimated the spending of these vouchers by the more than 9.4 million WIC participants nationwide would increase retail produce sales by \$700 million.

"WIC is a big deal and we are seeing an impact," says Steve Jarzombek, vice president



Green Giant™ Fresh offers over 170 products featuring Box Tops for Education™ clips!

Box Tops has over 80,000 participating schools
and has raised over \$80 million for America's
schools in 2013-2014.



Green Giant™ Fresh

831-751-3800

www.greengiantfresh.com

of produce merchandising and procurement at Roundy's Supermarkets, a Milwaukee, WI-based retailer that operates 148 stores under the Pick 'n Save, Copps, Metro Market and Mariano's retail banners in Wisconsin and Illinois.

Children, ages 1 to 4, enrolled in the WIC program increased daily fruit consumption by 5.3 percent and vegetables by 3.5 percent, according to an article published in July 2013 in the scientific journal, *Obesity*.

"WIC mom's tell us they buy produce for side dishes and snacking," explains Lorelei DiSogra, Ed.D., R.D., United Fresh's vice president of nutrition and health. "Ways in which retailers can take advantage of this program are to welcome WIC moms to the produce department, provide 'Fruits & Veggies More Matters' consumer education materials in the produce department, and encourage WIC families to purchase more fresh fruits and vegetables through in-store marketing and promotion activities."

2. Tie Into Schools Changes to the National School Lunch Program in 2012 included offering students both fruits and

vegetables each day. Even before this, two other school-based programs have encouraged kids to eat more fresh produce.

The Fresh Fruit & Vegetable Snack Program enables participating elementary schools to receive between \$50 and \$75 per student annually in order to offer a wide variety of fresh fruit and vegetable as snacks. The program grew out of a successful pilot in 2002 and serves schools nationwide with \$165.5 million in funding spent during the 2013-2014 school year.

"We've worked for many years to assist our wholesale partners in bringing more specialty fruits and vegetables to schools," says Karen Caplan, chief executive and president of Frieda's, in Los Alamitos, CA. "Our program currently introduces more than 400,000 students in schools nationwide to items such as dragon fruit, baby apples, rambutan, Asian pears, starfruit, edamame and blood oranges, to name a few.

The Let's Move Salad Bars to School (LMSB2S) campaign launched in 2010 with the mission of increasing daily access to fresh fruits and vegetables. A study published in the August 2012 issue of *Child Obesity*, reported that

"We expose students to fresh fruits and vegetables through our child nutrition programs, but we also need to engage them in an interactive way."

— Robin Safley,
Florida Department of Agriculture
and Consumer Services

having school salad bars increases the volume and variety of fruits and vegetables students consume. What's more, 78 percent of school districts surveyed in a 2013 study by the Gretchen Swanson Center for Nutrition, an independent research institute in Omaha, NE, reported purchasing more fruits and vegetables as a result of the salad bars.

The goal of LMSB2S is 6,000 school salad bars. To date, more than \$8 million has been raised to fund nearly 3,600 salad bars that collectively serve nearly 1.8 million students nationwide. Retailers such as Hy-Vee, Publix, Ahold, Save Mart, Safeway, Food City, Price Chopper, Roundy's and Meijer's partnered with suppliers like Dole Food Co. and Turbana Corp. or programs such as Produce For Kids (PFK) to put more than 100 salad bars in schools.

"I went to one of the schools where we donated one of five salad bars in our market area in partnership with Dole and talked to a few of the kids," says Brian Coates, senior buyer and produce merchandising at Meijer, a Grand Rapids, MI-based chain that operates 213 supercenters and grocery stores in five Midwest states. "They said they're getting use to — and like — eating fruits and vegetables each day. This is something that they are growing up with that their parents didn't."

Beyond government programs, the Turbana Corp., headquartered in Coral Gables, FL, last year partnered with Learning through Gardening, a community organization that helps schools in New Jersey build vegetable gardens to use as outdoor classrooms and teach kids about healthy eating.

"Students who have a garden in their school can learn how to grow their own vegetables," says director of marketing,

FLORIDA HOSTS FIRST-EVER STUDENT CHEF COOK-OFF

Students throughout Florida will have an opportunity during the 2014-15 school year to become Fresh for Florida Kids Student Chef Ambassadors. The Tallahassee, FL-based Florida Department of Agriculture and Consumer Services (FDACS) through its Division of Food, Nutrition and Wellness (FNW), also known as "Fresh for Florida Kids, is inviting the state's students, grades 4 through 12, to create and submit an original snack recipe. The snack must include at least one fruit or vegetable and must be prepared in 45 minutes or less.

"We expose students to fresh fruits and vegetables through our child nutrition programs, but we also need to engage them in an interactive way. That's what led us to launch the Student Chef Cook-Off," says Robin Safley, FNW director.

In 2012, Florida became the first state in the nation to legislatively move child nutrition programs like the National School Lunch Program, School Breakfast Program and the Fresh Fruit and

Vegetable Program from the state's Department of Education to FDACS. This has led to great strides in making more Florida-grown fresh produce accessible to the students. In addition, the FDACS is the only agency of its kind in the nation to have a full-time official state chef and culinary ambassador.

"Now, in addition to Chef Justin Timineri we'll have regional student chef ambassadors. We plan to link our regional winners with athletes from our professional sports teams — the Tampa Bay Rays, Orlando Magic and Miami Heat — together to film videos such as how to prepare a healthy breakfast using Florida fruits and vegetables," says Safley.

Student finalists will demonstrate their recipes before a panel of judges at five regional cook-offs. The competitions will be held at Publix Super Markets' Aprons Cooking Schools in Tampa, Jacksonville, Plantation, Tallahassee and Orlando. One winner from each region will serve as a Fresh for Florida Kids Student Chef Ambassador. **pb**



enjoy life's simple delights

California PISTACHIOS



Come visit us at Booth 1483
October 17-19, 2014



Visit naturesjoy.com



Marion Tabard.

3. Make SRDs Accessible Many of the nation's retailers now employ registered dietitians. These nutrition professionals teach kids in and out of the store about the benefits of eating a healthful diet.

"Community youth groups we work with include the Boy and Girl Scouts," says Meredith Mensinger, corporate dietitian at Redner's Markets, a Reading, PA-based chain that operates 45 Warehouse Markets and 20 Quick Shoppes in three East Coast states. "For

example, I'll teach them how to make quick, easy and healthy snacks as part of earning badges. This might be an English muffin pizza with mushrooms, onions and peppers. Or, how to roll broccoli florets and sliced squash and zucchini in breadcrumbs and bake as an alternative to mozzarella sticks; or, how to layer colorful fruits like kiwi, strawberries and blueberries over low-fat vanilla yogurt and granola to make a parfait. Hands-on interaction and taste sampling really works in helping kids learn new skills that they can take home."

Keep 'Em Coming Back

Give a preschooler an encyclopedia to read and it won't make much impact. Likewise, hand a toddler a 5-pound bag of potatoes and he'll look puzzled and head for the convenient little bags of potato chips. Marketing to kids in-store means making fruits and vegetables easy, tasty and fun.

4. Stock Kid-Friendly Product "Providing kids with attractive and easy-to-handle products is essential," says Del Monte's Christou.

"We've heard time and again from moms in our online focus groups and social networks that they love buying fruit for their kids, but don't like to waste it," says Katharine Grove, marketing specialist at Wenatchee, WA-headquartered, Columbia Marketing International, (CMI). "We took their feedback to heart and only put kid-sized fruit in our children's fruit packs. This includes our Grapple brand apple program, Hero program and our 2-pound pouch bags for Ambrosia, KIKU and Kanzi brand apples."

Targeting kids with small-sized fruit works. Stemilt Growers, in Wenatchee, WA, launched its Lil Snapper line in 2011 and since then has expanded the line to five pear and seven apple varieties in targeted fruit sizes of 125s and 120s, respectively. In 2012, the company partnered with Sunkist Growers to extend the Lil Snapper line with five types of small-sized citrus.

"Moms and dads are looking for snack and lunchbox solutions for their kids," explains marketing director, Roger Pepperl. "The colorful stand-up 3-pound pouch bags are best displayed on an end-cap merchandizer or on a euro display of their own, or in display ready cartons as wing displays off an end-cap, or waterfallled."

This marks the second season that Chelan Fresh Marketing, in Chelan, WA, will sell its bite-sized Rokit apple, a sweet crunchy variety developed through natural cross-breeding in New Zealand. Rokit apples are sold in a Go Fruit Convenience Pack of five, one for each weekday lunchbox.

"Our goal is to influence the emerging tastes of the young rather than try to change the established tastes of the old," says vice president of marketing, Mac Riggan.

Marketing kid-friendly fruit produce means going beyond size. A research article published in the May 2013 issue of the *American Journal of Preventative Medicine* by Brian Wansink, Ph.D., director of the Food and Brand Lab at Cornell University, Ithaca, NY, showed sales of apples in a school cafeteria increased when sliced. In addition, results revealed that apple sales in schools with fruit

NATURALLY DELICIOUS

FRESH ORGANIC 100% ORGANIC

From farm to grocer to table.

PERFECTION

Delicious-ness may be a matter of opinion, but our customers tell us it's what we do best. Because our bananas are organic and fresh from the farms, they taste better and sell better. With a 20% growth in organic products annually, buying Organic Unlimited bananas is a smart business decision for you and your customers.

When you buy the GROW label, you're also buying the most socially responsible bananas on the market. To learn more about GROW, visit us at GROWBananas.org.

Perfectly Fresh. Truly Organic. Naturally Delicious. Simply put, it's what we do.

www.organicunlimited.com

grow
Giving Resources and Opportunities to Workers

**BUY A BANANA.
CHANGE A LIFE.**

Organics UNLIMITED



PHOTO COURTESY OF SHOPRITE



PHOTO COURTESY OF COLUMBIA MARKETING INTERNATIONAL



PHOTO COURTESY OF PRODUCE FOR KIDS

slicers increased by 71 percent. What this means for retailers is to cross-merchandise slicers by the apples or, in general, offer kids fresh-cut fruits and vegetables.

Bolthouse Farms has gone one step further and created a new kid-cravable line of fruits and vegetables packaged in flavors and forms that rival junk food competitors. In August, the Bakersfield, CA-based company, which is one of the largest producers of baby carrots and premium juice beverages in North America, launched its Bolthouse Farms Kids products in retailers such as Giant Eagle, A&P and Hy-Vee. The line features seven products, including Strawberry Meets Banana non-dairy smoothie, Mango Meets Banana & Pineapple Fruit Tubes and Carrot Meets Ranch Veggie Snackers.

“Moms with kids told us they wanted real fruits and vegetables that taste good in a form their children were familiar with,” explains chief marketing officer Suzanne Ginestro. “We’re excited about this product launch and finding a way to fit produce in the lunchbox without the boomerang effect of having it come back home uneaten.”

5. Try Character Appeal “Suppliers have become more creative in order to encourage kids to eat their fruits and vegetables,” says Maria Brous, director of media and community relations for Publix Super Markets, a 1,077-store chain based in Lakeland, FL. “We have a supplier who has a partnership with Disney and has the Mickey Mouse ears packaging for their fruits.”

“We have learned through our previous experience partnering with Dreamworks on Madagascar 2 with bananas that co-branding our produce with popular characters is effective in building engagement with kids, especially inside the store,” says Bill Goldfield,

director of corporate communications, Dole Food Co., in Westlake Village, CA. “Kids are typically attracted to their favorite characters. Having these characters on our in-store point-of-purchase (POP) and on products, such as banana stickers, often spark interest from children who get their favorite character sticker and a healthy snack.”

Children who are encouraged to try and eat fruits and vegetables while young consume more of these fresh foods as adults, according to research published a decade ago in the *Journal of Nutrition Education and Behavior* by researchers at the Saint Louis University School of Public Health.

“The sooner the better,” says Dr. Keith Kantor, author of the book, *The Green Box League of Nutritious Justice*. The book teaches children about nutrition and fitness in a fun way using characters Blueberry Bill, Bianca Broccoli and Cornelius Corn. “Children exposed to fresh produce even before they start school have a better rate of consumption in the long run.”

Sesame Workshop, in New York, NY, and the Newark, DE-headquartered Produce Marketing Association (PMA) have teamed up to help retailers target this audience. In March of this year, the partnership launched Eat Brighter!, a program designed to draw children, ages 2 to 5, to fresh produce by enabling licensed suppliers and retailers to use Sesame Street characters royalty-free on everything from packaging to in-store signage, circular ads and social media. As of August, nearly two dozen companies signed up to participate including suppliers like Domex Superfresh Growers, the Oppenheimer Group and East Coast Fresh, as well as retailers Mars Super Markets, Neimann’s Family Market and

Schnuck Markets. The first in-store application of the program is expected to launch this fall.

“We’ve created a toolkit that will help produce marketers of all sizes to leverage this unique opportunity,” explains Kathy Means, the PMA’s vice president of government relations and public affairs. “For example, participating companies can use the characters on all of their products all year, or use them for thematic promotions like back to school or the holidays, or use the characters in a customizable way to enable differentiation.”

Beyond this, innovative suppliers are also working to entice older children to eat more produce.

“We signed with Marvel Entertainment as a licensee in early 2014 to specifically reach 6- to 12-year-old boys,” says Tony Freytag, senior vice president of sales and marketing for Cashmere, WA-based Crunch Pak. “Marvel’s Ultimate Spider-Man and Marvel’s The Avengers are featured on packages of fresh sliced apples in a way that is designed to bring fun to snack time while promoting healthy habits.”

6. Create a Kid’s Zone There’s a new 4-foot refrigerated “Kid’s Produce” section located at the end of the value-added case at select Mariano’s stores.

“This is a test we’ve set up to appeal to kids. On the bottom are traditional fruits like apples, pears, kiwis and clementines. The next shelves up have items like grape tomato snack packs, baby carrots, cut celery and carrot sticks, and sliced apples. On top we have assorted single-serve fresh fruit cups,” Jarzombek explains.

Bolthouse Farms is offering to help retailers create a kid-friendly snack destination in the produce department filled with its Bolthouse Farms Kids line, plus other refrigerated fruit and vegetable snack options

designed for children.

“We have calculated that creating a kids section in produce is a \$720 million opportunity,” says Bolthouse’s Ginestro.

Niemann Foods, a 100-plus store chain headquartered in Quincy, IL, has its own take on enticing kids.

“We have a healthy checkout lane,” explains Hope Danielson, health and wellness advisor for County Market and Niemann Foods. “Instead of candy, we stock refrigerated items like apples, portion pack applesauce, sugar snap peas, baby carrots, sliced apples, fresh-cut mango, 100 percent fruit and vegetable juices, and those 100 calorie packets of guacamole that are just the right size for kids.”

7. Help Kids Shop for Themselves It’s easy for Meijer’s youngest customers to buy their own fresh produce. Coates made it so about eight years ago, when he brought “Kid Zone” produce carts into a third of the chain’s locations.

“The carts are about 4-foot wide by 6-foot long and a few feet deep. They hold six to eight types of individual pieces of fruit like bananas, apples, clementines and plums. The kids can pick the fruit they want and are encouraged to put a quarter in the money box. This way, they have a healthy snack to eat while shopping with their parents, and we donate the money raised to the Children’s Miracle Network,” says Coates.

Shoppers age 15 and under at Niemann Foods can bring in their “Fruit of the Month” club card and use it like a credit card to get a free sample of a select fruit. The cards are available from personnel in the produce department, at Customer Service and from the chain’s health and wellness staff when they are out talking at schools and community events.

“Bosc pears, Ugli fruit and mangos have been some of our fruits of the month. During the course of a year they get to try a dozen different fruits,” says SRD Melanie Pavlovic.

8. Get ‘Em to Try It “Tasting is believing. If you give kids fresh fruit they’ll eat it,” says Crunch Pak’s Freytag.

Sampling is one of the hallmarks of monthly LiveRight with ShopRite Kids Day events. SRDs that work in more than 100 of the 296-plus Keasbey, NJ-headquartered retailer’s stores host a 3- to 4-hour in-store kid event each month on a Saturday. The events include a fun nutrition activity targeted to 7- to 10-year-olds; recipes, coupons and nutrition handouts for parents; and a produce snack that the SRDs teach the kids how to prepare hands-on.

“The goal of these events, which the SRDs customize to their stores’ shoppers, is to expose

Peruvian Asparagus



Importer’s Association

ASPARAGUS 365

To become part of our dynamic association that is positively impacting the future of the fresh asparagus industry, please contact: Priscilla Lleras e-mail: prestige@1scom.net Tel: 817-793-3133

ALPINE FRESH • ALTAR PRODUCE • AYCO FARMS • CARB-AMERICAS • CRYSTAL VALLEY

TAMBO SUR • ADVANCED CUSTOMS BROKERS & CONSULTING • CUSTOMIZED BROKERS/CROWLEY • SOUTH FLORIDA LOGISTICS • THE PERISHABLE SPECIALIST

YOUR ASPARAGUS GROWER
Toll Free (800)292-8777
PH (305)594-9117 FAX (305)594-8506

JOHN LYONS - JLYONS@ALPINEFRESH.COM - (305) 594-7517
GREG FLEMING - GFLEMING@ALPINEFRESH.COM - (305) 594-2939
ANDY GARCIA - AGARCIA@ALPINEFRESH.COM - (305) 594-8933
GREG MILLS - GMILLS@ALPINEFRESH.COM - (786) 464-8969
EMILY OTTENWALDER - EOHENWALDER@ALPINEFRESH.COM - (786)464-8958

Loading locations:
Miami, Philadelphia, McAllen, Yuma, Los Angeles

— Looking for Quality? —
Come to the source

WE ARE THE GROWER

Callexico, CA 760-357-6762
Miami, FL 786-250-3374
www.AltarProduce.com

Asparagus Green & White
954-788-6800
www.aycofarms.com
Pompano Beach, FL

OUR SALES TEAM IS READY TO SERVE YOU

YOUR OFFSHORE PRODUCE SOURCE

Headquarters: Jeff, Hilda, Scott, Ray, Harris (954)786-0000	Salinas Pat Ramirez (831)272-3716
New Jersey: Danny Pollak (732)655-4223	Export Division: John Brown (415)992-7500

Year-Round Shippers of Green & White Asparagus

20 YEARS
1994 - 2014

www.crystalvalleyfoods.com

THIS YEAR CELEBRATING OUR 20TH ANNIVERSARY
We would like to thank our valued customers long term grower partners, vendors, & staff.

MIAMI, FL 2950 NW 74th Ave. 33122 (305) 591-6567 Ask for Jay, JayL, Veronica, Helen & Bobby	LOS ANGELES, CA 2412 E. 16th St. (213) 627-2383 Ask for Bernadette, Marcelino & Rick
---	--

Gourmet TRADING COMPANY

GREEN, WHITE & PURPLE ASPARAGUS AND BERRIES
310.216.7575 gourmettrading.net

ALPINE FRESH • ALTAR PRODUCE • AYCO FARMS • CARB-AMERICAS • CRYSTAL VALLEY

PERU keeping asparagus on retailers' shelves 365!

- In 2013, the U.S. imported 191 million pounds of fresh-market asparagus from Peru.
- Peruvian seasons complement U.S. growing region enabling retailers to sell asparagus 365.

PERUVIAN ASPARAGUS – Buy Imports!!

- PERU a principle leader in supply of quality asparagus to the U.S. market.
- Peruvian asparagus – world class food safety and quality.

To assist retailers in managing the category, The Peruvian Asparagus Importers Association (PAIA) has developed a Category Management Plan Outline for Fresh Peruvian Asparagus, available from the association office – prestige@1scom.net

FOODS • GOURMET • KEYSTONE FRUIT MARKETING • MAURICE A. AUERBACH • PROGRESSIVE PRODUCE • SOUTHERN SPECIALTIES





Maurice A. Auerbach, Inc.
Distributors of Peruvian Asparagus
Paul Auerbach • Jeff Schwartz • Ian Zimmerman
Bruce Klein • Jim Maguire • Josh Auerbach

201.807.9292
Fax: 201.807.9596

www.auerpak.com
117 Seaview Drive, Secaucus, NJ 07094



Dan, Tracy, Mike,
Shawn, Matthew, and Rich
800.498.1577
asparagus@keystonefruit.com

Gary, Cory, Cruz & Don
800.900.0757
asparagus@progressiveproduce.com



SOUTHERN SPECIALTIES
Premium Asparagus
Green • White • Value-Added
Year-Round Availability
East & West Coast Distribution



Pompano Beach
954-784-6500
Los Angeles
714-228-9099

SouthernSpecialties.com



TAMBO SUR
Importers of fresh fruit & vegetables
Best Quality
Fresh Fruits and Vegetables
From Latin America...

Importer-Exporter specializing in Asparagus, Grapes, Citrus, Avocados, Onions, and Stone Fruit. Servicing retail chains, wholesale and foodservice distributors. Committed to providing high quality products, excellent service, competitive prices and dedication to all our customers.

Ph. 954.943.1572 • Fax. 954.943.1917
2300 West Sample Road, Suite 302 • Pompano Beach, FL 33073

Fabian Zarate - U.S Office
angelica Zarate - U.S Office
Claudia Benavides - U.S Office
Bertin Gomez - U.S Office
fabian@tambozur.com
angelica@tambozur.com
claudia@tambozur.com
bertin@tambozur.com

Adolfo Carozzo - Peru Office
Carla Zamalloa - Peru Office
Blanca La Hoz - Peru Office
adolfo@tambozur.com
carla@tambozur.com
blanca@tambozur.com

Edwin Aranda - Peru Office
Alejandra Soria - Peru Office
edwin@tambozur.com
alejandra@tambozur.com



advancecustoms
BROKERS & CONSULTING

From the women who brought you
customs brokerage as the fresh
produce industry knows it today.

advancecustomsbrokers.com
PHONE: 786-476-0700 | FAX: 786-476-0706
1400 N.W. 79th Ave. Miami, FL 33126

IN THE WORLD OF RAPID
CUSTOMS CLEARANCE,
EVERYTHING'S
COMING UP
ASPARAGUS.

Streamlined Import Process
Personalized Service

Free Consultation: (305) 400-0073
customizedbrokers.net




ADJACENT TO MIAMI INT. AIRPORT
ACCESS TO SOUTH FLORIDA PORTS
LOW TEMPERATURE FUMIGATION
ON-SITE PACKING/BAGGING

flaglergl.com



CONNECTING THE WORLD BY LAND, SEA AND AIR.




Frank A. Ramos
T 305.477.9906
F 305.477.9975
C 305.986.1969
E frank@thepershiblespecialist.com

9831 N.W. 58th Street, Unit 131
Doral, Florida 33178

CUSTOMS BROKER
thepershiblespecialist.com

TAMBO SUR • ADVANCED CUSTOMS BROKERS & CONSULTING • CUSTOMIZED BROKERS/CROWLEY • SOUTH FLORIDA LOGISTICS • THE PERISHABLE SPECIALIST

FOODS • GOURMET • KEYSTONE FRUIT MARKETING • MAURICE A. AUERBACH • PROGRESSIVE PRODUCE • SOUTHERN SPECIALTIES



MICRO HERBS & MICROGREENS

Greenhouse grown
in Central Florida



Thyme • Radish • Arugula
Mustard • Basil • Amaranth
Cilantro • Tarragon

KERRY'S KITCHEN GARDENS INC.

550 E. Keene Rd.
Apopka, FL 32703

Ph: 305-247-7096



PHOTO COURTESY OF REDNER'S MARKETS

kids to the smell, touch and taste of healthy foods like fruits and vegetables,” says Melanie Dwornik, MA, R.D., retail dietitian program supervisor for the Wakefern Food Corp. “What is really rewarding is to have customers come back the next month and tell us they’ve been buying jicama, for example, because their kids tried it and liked it at one of our events.”

Kids get to sample fresh produce as part of Publix Super Markets’ Aprons Simple Meals program.

“Each week we’ll feature at least one recipe where our customers can taste the meal, pick-up the corresponding recipe card and the items necessary to recreate the meal at home in one convenient location. From time to time, we’ll have parents that may be reluctant to have their children try the recipes, as there may be ingredients the child does not particularly like. We see kids eating vegetables and other items that they normally don’t eat at home,” explains Brous.

9. Score with Store Tours Field trips to a grocery store are staple activities for many retailers and their SRDs.

“We take students, ages 5 to 12, through each department in the store, but spend the majority of our time in produce,” says Redner’s Mensinger. “There, I’ll ask the produce manager to talk about where fruits and vegetables come from and how they check for quality. Then, I’ll talk about how to eat “Half Your Plate,” then we’ll have the kid’s sample. Coloring pages, scavenger hunts and goodie bags with fresh produce can all be part of the tour.”

In May, PBH announced a \$50,000 grant

designed to support grocery store dietitians as a growing field of employment for nutrition professionals, and in particular, to educate eight to 12 dietetic students annually on how to deliver effective supermarket tours.

10. Reach Out in Print and Online Kid shoppers at Redner’s Markets have the entire back page of the retailer’s HealthCents newsletter devoted to them. Each edition features a different produce item. In July, for example, the focus was on watermelon. There were simple selection tips, fun facts and a recipe for a Red, White & Blue Sundae made with watermelon, blueberries and whipped topping.

Danielson at Niemann Foods interacts with her young customers by posting kid-friendly recipes on social media outlets like Facebook.

Many suppliers have online kids pages with everything from printable coloring pages to interactive produce-oriented games that retailers can link to on their websites. In addition, organizations such as PFK host seasonal social media campaigns like the August Power Your Lunchbox Pledge. On the website, poweryourlunchbox.com, parents can pledge to pack healthier lunchboxes for their children; get SRD-approved, kid-friendly meal and snack ideas and tips; and download coupons from companies supporting the program. PFK Instagram and Twitter followers can post photos of their healthy lunches and be automatically entered to win weekly prizes and have their lunchboxes featured on PFK’s Facebook page.

“To reach today’s youngest consumers and turn them into tomorrow’s produce buyers takes an integrated and holistic approach,” says PFK’s James.

pb



Reach MORE Consumers with PBH'S POPULAR Social Media CHANNELS



Like Fruits & Veggies—More Matters on Facebook.

(322,000+ likes) [Facebook.com/fruitsandveggiesmorematters](https://www.facebook.com/fruitsandveggiesmorematters)



Join our Twitter parties on the first Wednesday of each month

(2M+ consumer impressions per party) [Twitter.com/fruits_veggies](https://twitter.com/fruits_veggies)



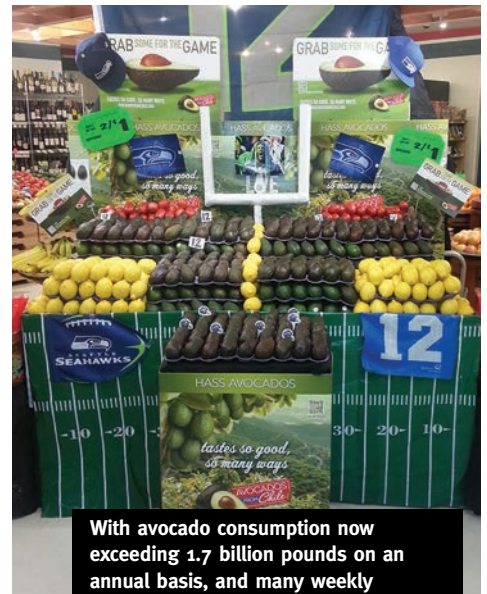
Post fruit & veggie tips, images, and videos on our Pinterest board

(7,700+ users) [Pinterest.com/fvmorematters](https://www.pinterest.com/fvmorematters)

To find out more about how we can assist you in your own social media outreach, contact PBH at CorpComm@PBHFoundation.org.



PHOTO TO RIGHT COURTESY OF CHILEAN FRESH FRUIT ASSOCIATION



With avocado consumption now exceeding 1.7 billion pounds on an annual basis, and many weekly volumes exceeding 40 million pounds, this fruit is being sourced from a number of regions throughout the year.

Fall Avocado Marketing

Football-themed promotions, ghoulish guacamole and avocado-based stuffing are among the themes used to boost autumn sales. **BY LISA WHITE**

There are many indications that avocados are no longer just a summertime fruit.

Americans consumed 79 million pounds of avocados during the 2013 Super Bowl and more than 100 million pounds during this year's game, according to the San Carlos, CA-based Chilean Fresh Fruit Association.

Also, National Guacamole Day is in the fall on Sept. 16.

And even East Coast retailers report avocado sales are thriving year-round.

"Our avocado sales over the last few years have grown more than double digits, and demand continues to increase," says Jay Schneider, produce director at Malvern, PA-based Acme Markets, a supermarket chain owned by Albertsons with 110 stores in Pennsylvania, New Jersey, Delaware and Maryland. "This is a Top 25 item in terms of volume that we use to drive dollars."

One of the reasons this fruit is no longer seasonal is not only the increased popularity of guacamole, but also the enhanced quality.

"Our avocados are now pre-ripened, so

they're ready to eat," says Schneider. "This wasn't the case years ago."

Summer Versus Fall Marketing

While summer is the time to market California avocados for holidays that include Memorial Day, Labor Day and the Fourth of July, fall focuses on sports marketing opportunities and tailgating, as well as Halloween.

"This year's Fourth of July, avocado volume hit an all-time consumption high of 109.3 million pounds," says Jan DeLyser, vice president of marketing for the Irvine, CA-based California Avocado Commission. "Fall offers myriad sports marketing opportunities, and tailgating makes for a great retail display theme. Guacamole is perfect for game night, as well as for Halloween celebrations."

The California Avocado Commission provides retailers with point-of-sale materials to encourage avocado sales.

Acme Markets has been displaying its avocados in full end-cap displays over the past few years, and sizing up whenever possible. The retailer currently features more auxiliary displays of avocados in its stores than it ever

has before.

While some retailers have two-tier programs, Acme Markets has stuck with 40- or 48-count fruit.

"An item that has grown in sales like this needs adequate table space in a high-traffic area," says Schneider. "We've seen a significant boost in sales when value is added, like with guacamole."

Acme Markets also presses fresh guacamole in its stores, which has helped drive up consumption by bringing more awareness to the category.

Although the Super Bowl is its biggest winter selling season, New Year's and Christmas are strong holidays for this chain's avocado sales.

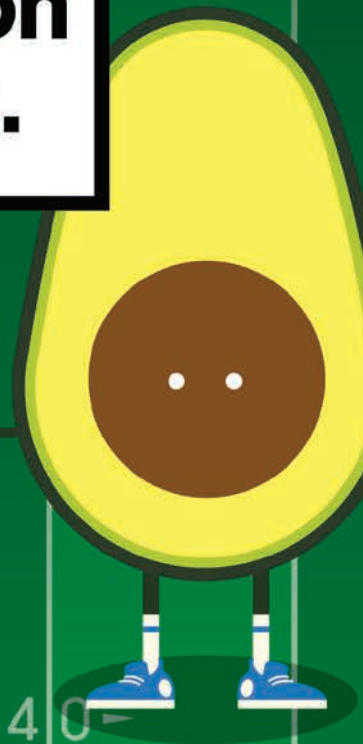
In addition to retailers touting the benefits and use of this fruit, all of the avocado commissions are promoting health and usage messages. However, depending on availability, they each have their own seasonal twist.

"If you're marketing in the summer, you might be talking about grilling, gazpacho, avodogs, Fourth of July ideas and how avocados can be part of a fit and trim lifestyle,"

Hungry for Football?

Kick off the season with
Avocados from Mexico and Ro*Tel®

**Game on
amigo.**



Gain yards on your category lift with an all pro partnership featuring Avocados from Mexico and Ro*Tel®. Customers will be rewarded with savings on featured products to make Rockin' Guac at their next event. Let us help you reach your goals with fresh, tasty and always in season Avocados from Mexico.

[f AvocadosFromMexico.com](https://www.facebook.com/AvocadosFromMexico.com) [t](https://twitter.com/AvocadosFromMexico)

says Karen Brux, managing director, North America, for the Chilean Fresh Fruit Association. “When fall arrives, it’s time to pull out the recipes for ghoulish guacamole and avocado-based stuffing. Football themes are seen on point-of-sale materials, with retailers gearing up for the big Super Bowl weekend. As winter approaches and people throughout the nation are digging out from the snow, there are numerous opportunities to promote stews and chowders made with avocados, along with other hearty pairings.”

Avocados from Mexico supplies promotional support in the fall and winter, including a fully integrated consumer and retail program. This includes television advertising to support the avocado category, social media advertising and consumer programming. Its two major promotions are in the fall for Mexican Heritage Month in September and “Hungry for Football” in October and November.

The organization also provides educational training materials for produce managers, innovative permanent display units, as well as secondary display bins and RPC wraps, demos, national, digital and IRC coupons, strong CPG partnerships with thematic POS, co-branded display units, in-store display contests,



(L-R) PHOTOS COURTESY OF MISSION PRODUCE



consumer sweepstakes and recipe tear pads.

“In the fall, avocados from Mexico will have the consistency in multiple sizing,” says Maggie Bezar Hall, vice president of trade and promotion at Avocados from Mexico.

“This allows for large in-store displays with multiple sizes and price points.”

Because retailers promote avocados during Super Bowl season, the Chilean Fresh Fruit Association will help design customized promotions. This can be anything from display contests, in-store demos or sales contests.

“We’ll do whatever it takes to generate high-impact displays of avocados from Chile and

drive increased purchases,” says Brux. “We are continually expanding and updating our inventory of usage ideas and marketing items to support all the main festivities that occur during the fall and winter months, including Halloween, Thanksgiving, Christmas, New Year’s Eve and St. Patrick’s Day.”

Calavo Growers will ripen avocados for its customers, which helps boost volume during off-peak times.

“While the Super Bowl used to be the main guacamole occasion, now any party is an excuse,” says Mike Angelo, director of national sales at Calavo Growers, based in Santa Ana,

The Fastest Growing Brand in Produce can add more Green to your Avocado Category

Green Fresh Giant

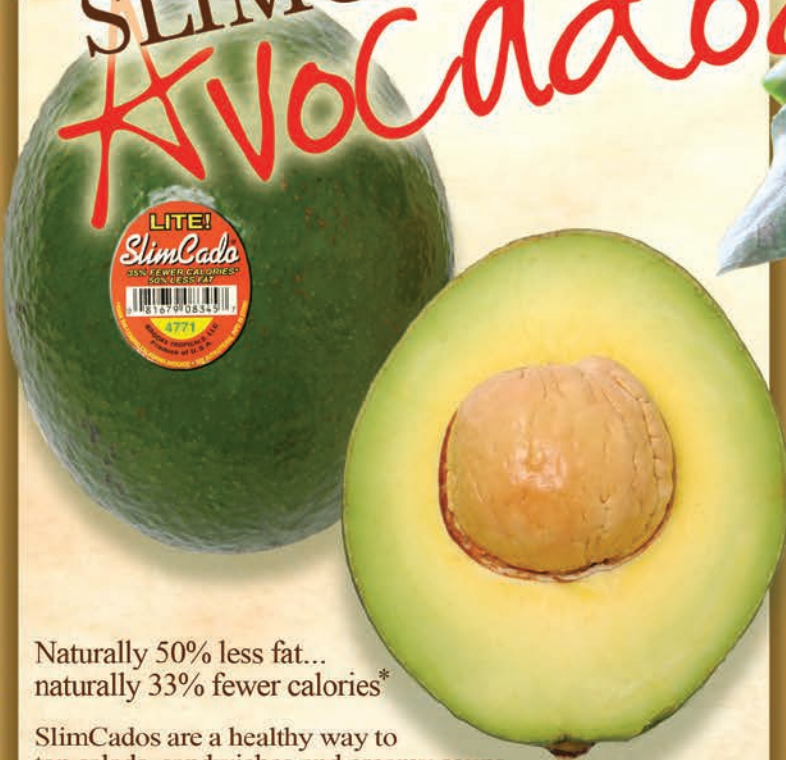
ROBINSON FRESH

Contact Robinson Fresh for more information. 855-350-0014

Box Tops for Education, Green Giant, the Green Giant character, and associated words and designs are trademarks of General Mills—used under license. ©General Mills 2014 Robinson Fresh All rights reserved.

FROM OUR
AVOCADO FIELDS
TO YOUR STORES

SLIMCADO® Avocados



Naturally 50% less fat...
naturally 33% fewer calories*

SlimCados are a healthy way to
top salads, sandwiches and creamy soups.
SlimCados are the green-skinned avocados with sell-thru,
coming by that reputation with a lot of hard work:

- In-house research and development
- Hydro-cooled straight from the field
- Food safety-audited fields, harvesting crews, packing and shipping facilities
- Quality control team
- Continuous Cold Chain® from our fields to your stores



when food safety counts

All that hard work delivers quality — SlimCado avocados with great taste and proven shelf life.
Call today to get SlimCado avocados coming your way.

*compared to the leading California avocado



**BROOKS
TROPICALS**
GROWER • PACKER • SHIPPER



800.327.4833 • Fax: 305.246.5827
www.brookstropicals.com



“We start to see a distinct uptick in demand after Thanksgiving with New Year’s promotions. The slow period is the end of October until the end of November, so we try to get ads in the day before Thanksgiving, so avocados are top of mind.”

— David Fausset, Mission Produce

CA. “No holiday is a non-avocado holiday for retailers, and we still haven’t heard all the good news on avocados, especially nutrition-wise. This is a super food.”

New Seasons Markets has consistent move-



ment of avocados year-round.

West Pak is involved with aggressive retail promotions as the season shifts into fall, embracing the promotion of avocados during major league baseball playoffs, the World Series and the start of the college and NFL football seasons.

“Fall promotions and aggressive marketing with the support of the advertising arm, “Avocados from Mexico,” help increase awareness and household penetration, which grows the demand for this product,” says Dan Acevedo, director of business development at West Pak Avocado, based in Murrieta, CA.

CALIFORNIA
GARLIC GROWERS

AMERICA'S FAVORITE GARLIC
USA Family-Owned since 1949
3 Generations Growing Garlic with Pride and Passion

800.433.4979 | www.SpiceWorldInc.com

#1 Executive Search Firm in Produce

MIXTEC
G R O U P

Kristen Reid Jerry Butt Chris Nelson

Los Angeles Monterey
Tel. (818) 541-0124 Tel. (831) 373-7077

www.mixtec.net



Here's to the next
1,000,000,000 lbs.

Seems like yesterday we eclipsed the 1 billion pounds threshold for Hass Avocados consumed, and now we've got 2 billion pounds in our sights. To keep the momentum going, the Hass Avocado Board is introducing the Love One Today™ program to help promote our nutritional research initiatives and make avocados even more compelling to consumers.

Visit HassAvocadoBoard.com to learn more about the Love One Today program and for the latest retail data, consumer insights, category reports, and more.

To increase fall demand, Mission Produce's strategy over the past few years has been to focus on fall sports and Halloween. After Thanksgiving, promoting avocados as part of turkey sandwich promotions has helped grow sales.

"We start to see a distinct uptick in demand after Thanksgiving with New Year's promotions," says David Fausset, sales/category manager at Oxnard, CA-based Mission Produce. "The slow period is the end of October until the end of November, so we try

to get ads in the day before Thanksgiving, so avocados are top of mind."

Increasing Sales and Demand

There are a number of ways to rev up demand and increase sales of this versatile fruit.

Acme Markets experiences a significant jump in sales when its stores promote 10 avocados for \$10 on tables in high-traffic areas.

"This is a circular cover-worthy item out here in Philly, whereas years ago the sales weren't there," says Schneider. "Consumption

"Displays that highlight guacamole [work well], but packing lunch displays will pack avocado category sales. Retailers need to give customers the information they need via QR codes, background information, recipes and preparation tips."

— Mary Ostlund, Brooks Tropicals

is driving it now, allowing avocados to become a mainstream cover item."

Recently featuring the fruit on the cover of a circular produced tremendous results in terms of sales, but this promotion works best when costs are favorable versus higher than normal.

"When we can get behind it and promote these items aggressively, there's a significant jump in sales," says Schneider. "We've been running double digits on double digits versus last year, with sales continuing to grow."

There is some price variations with inflation and deflation, but when Acme Markets' produce department sells avocados with the rest of the store around Halloween, the Super Bowl, New Year's, Fourth of July and Memorial Day weekend, there is a noticeable increase in sales.

Homestead, FL-based Brooks Tropicals, which offers SlimCados, an avocado variety grown in Southern Florida, recommends cross-merchandising the fruit to entice newer consumers to try it.

"Displays that highlight guacamole [work well], but packing lunch displays will pack avocado category sales," says Mary Ostlund, Brooks Tropicals' marketing director. "Retailers need to give customers the information they need via QR codes, background information, recipes and preparation tips."

With the popularity of avocados, this fruit doesn't have to be deeply discounted, but instead, properly promoted.

"What we've found is promotions increase demand," says Cavallo's Angelo. "Avocados are so popular, stores don't have to give them away,

• Product innovations & solid relationships continue to make us a global leader in growing, packing & shipping fresh onions year round

• Comprehensive food safety program including: Primus GFS 3rd Party Audits, Field & MRL Testing

• Computerized sizing & color sorting



www.soobrand.com



JC Watson
PACKING COMPANY

WE DON'T JUST SELL ONIONS, WE SELL... ONIONS ON WHEELS!

Full service transportation services including CONTAINERS, INTERMODAL, RAILCARS, TRUCKS & EXPORT

Year round availability IDAHO, CALIFORNIA, TEXAS & NEW MEXICO

Delivering to THE UNITED STATES, CANADA & ABROAD

Jon C. Watson
President

Brad Watson
VP Operations

Marc Asumendi
VP Grower Relations

Kent Sutherland
Sales Manager

Jamie Anderson
Sales Office Manager

Barbara Day
Logistics & Supply Chain Coordinator

JC WATSON
PACKING COMPANY
P.O. BOX 300
PARMA, IDAHO 83660

208.722.5141

NOW OFFERING IDAHO ONIONS!

but should offer value and promotions frequently.”

This fruit can also prompt sales of other

produce items, including tomatoes, onions and chile peppers, which can be used to create salsa.

“Avocados are not a fruit like apples that are

Side Note

AVAILABILITY ISSUES

With avocado consumption now exceeding 1.7 billion pounds on an annual basis, and many weekly volumes exceeding 40 million pounds, according to the Chilean Fresh Fruit Association, this fruit is being sourced from a number of regions throughout the year.

While California avocados’ peak volume is typically March into October, avocados from Chile and Mexico are available throughout the fall and winter and into the early part of spring.

“We expect to see some small volumes enter the market in mid- to late September, with promotable volumes available by late October,” says Karen Brux, managing director, North America, for the Chilean Fresh Fruit Association. “We had a fantastic year in 2013-14, with volumes into the United States approaching 115 million pounds, more than double what we had originally anticipated.”

This year’s California crop was lighter than normal due to water restraints caused by a drought. However, this will be compensated by Mexico’s avocado crop, which is expected to slightly increase from last year. Mexico has been providing avocados to the United States since 2006.

“At this point, we’re still uncertain about the situation in Chile, but we know the Mexican avocado crop will be plentiful enough to fulfill demand,” says Dan Acevedo, director of business development at West Pak Avocado, based in Murrieta, CA.

The biggest challenge for retailers is during the transition period, when peak crops move from California to Mexico or Chile.

This is when the demand can fall off if the available fruit is not yet ripe.

“Aside from the time of year when avocados don’t look good, sales tend to be strong year-round,” says Jeff Fairchild, produce director at New Seasons Markets, a 13-store supermarket chain based in Portland, OR. “I only run into issues if I can’t get good quality, ripe fruit.”

The biggest problem with availability is

timing. Although last year, California avocados were available well into October, this year’s crop is not as large due to a shorter growing season. As a result, the avocados were advanced in terms of maturity, peaking in July. Because this fruit needs to be picked before it falls off the tree, most California avocados finished the growing season more than two months earlier than is typical.

“Last year, these trees were stronger, and fruit was holding because the summer wasn’t hot enough to force fruit off,” says David Fausset, sales/category manager at Oxnard, CA-based Mission Produce. “This fall may be more challenging and difficult, with higher-priced product. This is because avocados will need to be imported in September.”

The pressure will be on Mexico, which will be transitioning to a new crop, or what is called *aventajada*, expected to be the main driver for fall avocados in the United States this year.

“Chile will send minimal fruit, approximately 4 million pounds a week, compared to 28 to 32 million pounds per week from Mexico,” says Maggie Bezart Hall, vice president of trade and promotion at Avocados from Mexico.

By mid-September, avocados from Mexico will be in full swing.

“We anticipate sending 1.4 billion pounds of avocados this season [to the United States] versus more than 1.1 billion pounds [last season],” says Bezart Hall.

With Mexico adding districts exporting this fruit, and Mexican supplier, Jalisco, bringing its avocados to the States this fall, it is expected that supply will be plentiful and quality should be good. “There is great casing fruit from Mexico,” says Mike Angelo, director of national sales at Calavo Growers, based in Santa Ana, CA. “The reason people were concerned with fall avocados is they had age on them, since they came from far away. But retailers interested in supplying the best-tasting, as opposed to the cheapest, avocados, are best served by Mexico in the fall season.”

pb

Are you receiving optimal performance from your Avocado Category?

DO more on page 57

WEST PAK AVOCADO, INC.

avocadomore.com

NATURE'S  PARTNER®



Your Partner for Peak Quality

Fresh avocados available year round from California, Mexico, Chile and Peru.

We work with growers from around the globe to offer you a 52-week supply of premium avocados, packed and delivered to your specifications.

Contact Bruce Dowhan and his sales team at 760.480.8502 or bdowhan@giumarra.com



Feeding the world in a healthy way.
giumarra.com • naturespartner.com

“In some regions, Columbus Day provides a good merchandising opportunity. Other key holidays with suitable merchandising opportunities in the fall are Halloween, Veteran’s Day, Rosh Hashanah, Yom Kippur and Thanksgiving.”

— Jan DeLyser,
California Avocado Commission

eaten by themselves,” says Angelo. “And retailers shouldn’t just market this item for use in guacamole, since it works with lunch meat, seafood and even dessert.”

New Seasons Market has seen more sales since offering two sizes, both small and jumbo avocados, as well as bagged product.

“There is enough demand to justify offering different sizes and configurations, which has helped us sell more avocados,” says Jeff Fairchild, produce director at New Seasons Markets, a 13-store supermarket chain based in Portland, OR.

While bulk sales still account for the majority of total avocado retail dollars, there has been tremendous growth in bagged avocados.

“People purchase bagged and bulk avocados for different usage occasions, so the two formats don’t really compete with each other,” says Brux. “More and more retailers are selling both and seeing increased sales. As a marketer, I like bags because they give us space to communicate usage and nutrition information and can serve as a nice point of sale item. Bags also potentially motivate consumers to try out new things with avocados and expand their usage of this fruit.”

The health and nutrition-focused research done by the Haas Avocado Board (HAB) is a key marketing tool for Avocados from Chile. The organization incorporates health messages into elements of its marketing campaign, like point of sale and social media outreach, and also summarizes key findings for retail part-



The California Avocado Commission lightened up one of its classic recipes to reduce the fat and calories of the original recipe for seasoned baked potato wedges with guacamole dip.

ners looking for information to pass on to consumers.

Based on consumer research done by the HAB, “being good for you” and nutritional benefits are strong purchase drivers.

“We’re developing a refreshed look for our brand — a new website, new point of sale items and new communication pieces,” says Brux. “Everything is currently in development and will be ready for the start of our major promotion push in the fall.”

The organization also will continue to market elements that were new for the 2013/14 season.

One example of this is the RPC wrap. The Chilean Avocado Importers Association (CAIA) was the first avocado association to introduce RPC wraps into Wal-Mart, and other organizations have since followed.

“They’re easy to use by wrapping around RPCs and fastening with Velcro. They’re made of an easy-to-clean and durable vinyl material, and the four-color printing quality is great,” says Brux. “The RPC wraps offer substantial real estate to communicate key messages to our consumers.”

In terms of retail promotions, in addition to developing customized programs for specific retailers, the association also is working on a refreshed version of its scratch and win promotion that has run for the past few years.

“It’s been a really effective tool in incentivizing produce managers to build big, beautiful displays of avocados from Chile,” says Brux.

Participating produce managers who

submit a qualified Chilean avocado display photo will receive an online scratcher and have a chance to win from \$50 up to \$500.

West Pak focuses on providing avocados that are in the right stage of ripeness, as well as a variety of case configurations for its retail customers.

To assist in marketing, the company has point of sale material from all the major countries of origin, as well as bagged avocados on a clip strip and combo bag rack displays, and RPC wraps.

“This is a fast-growing category, and we continue to increase availability to meet demand,” says Acevedo.

While some retailers do a great job with tailgating promotions, others are more focused on back to school and general good merchandising practices.

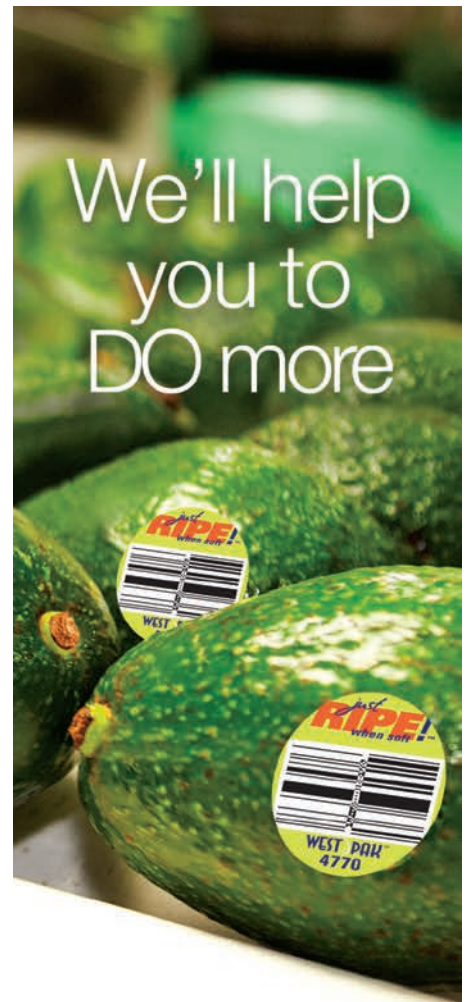
“Labor Day will kick it off and it is a great time for retailers to include avocados in their barbecue/grilling themed programs,” says DeLyser.

“In some regions, Columbus Day provides a good merchandising opportunity. Other key holidays with suitable merchandising opportunities in the fall are Halloween, Veteran’s Day, Rosh Hashanah, Yom Kippur and Thanksgiving.”

Offering dual sizes can help retailers to take advantage of changes in the marketplace, depending on the size curve being produced.

“Also adding SKUs and bags won’t cannibalize sales, since this attracts different shoppers,” says Fausset. “It’s more important to offer a good selection.”

pb



We’ll help you to DO more

AVOCADO MORE

01 IN A SERIES

Understanding individual market dynamics is essential for maximum Avocado Category performance.

West Pak provides up-to-the-minute and up-to-the-market strategies that ensure your Avocado Category is maximized by region, buying trends and localized pricing.

AvacaDOmore with individualized avocado scorecards, market specific product options, online business tools, and trade links.



Scan to DO more.

Or visit us at: avocadomore.com

WEST PAK
AVOCADO, INC.



THE LONDON PRODUCE SHOW AND CONFERENCE

PRESENTED BY
THE FRESH PRODUCE CONSORTIUM
AND PRODUCE BUSINESS

SAVE THE DATE

JUNE 3-5
2015
LONDON



FOR BOOTH SALES AND SPONSORSHIP: exhibit@LondonProduceShow.co.uk

FOR ATTENDEE REGISTRATION: Email: attend@LondonProduceShow.co.uk

EUROPEAN OFFICE TELEPHONE: +44 (0)20 3143 3222 • USA OFFICE TELEPHONE: +1 561-994-1118

www.londonproduceshow.co.uk

Follow us on Facebook: www.Facebook.com/LondonProduceSh

Follow us on Twitter: www.Twitter.com/LondonProduceSh





PORT OF NOGALES: NOW FASTER & FRESHER



producebusiness
MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT
SPECIAL SUPPLEMENT

PHOTOS (TOP TO BOTTOM) COURTESY OF FRESH PRODUCE ASSOCIATION OF THE AMERICAS AND SIERRA SEED COMPANY

PORT OF NOGALES: NOW FASTER & FRESHER



PHOTO COURTESY OF SUNFED



PHOTO COURTESY OF CIRULI BROTHERS

Imported produce from Mexico will move faster with new opportunities created by the port.

BY CAROL BAREUTHER

A 100-plus-year history, proximity to growing areas in Mexico and markets in the U.S. and Canada, plus one-stop shopping are just a few of the attributes that have made the Mariposa Land Port of Entry (POE) in Nogales, AZ, a titan in the transit of fresh produce from Mexico to the United States.

In fact, according to the Rio Rico, AZ-based Greater Nogales-Santa Cruz County Port Authority, the Mariposa POE ranks as the fourth busiest land POE in the nation, processing nearly half of all Mexican-grown fresh fruits and vegetables

consumed by Americans. What's more, nearly 37 percent of all Mexican fresh fruits and vegetables consumed in North America crossed through Nogales during the season that spanned from September 2013 to April 2014, according to a report by the Nogales, AZ-headquartered nonprofit trade group, Fresh Produce Association of the Americas (FPAA).

The expected October opening of the newly renovated state-of-the-art port facility — a four-year \$244 million project — now makes Mariposa the most modern and efficient POE on the U.S.-Mexico border. This translates into even fresher opportunities for retailers to sell greater volume and variety of high-quality Mexican produce.

"We are in the very enviable position of

being on the brink of having the most modern land POE to the U.S.," says Matt Mandel, vice president of sales and marketing for SunFed, a 20-year-old full-service produce company headquartered in Rio Rico, AZ, which ships throughout North America under the SunFed and SunDan brands.

"When the port is finalized in October, Nogales will have an incredible homage to international commerce that will be far larger and more efficient than the current port — which already crosses more produce than any other land POE, despite its shortcomings. Nogales is poised to increase the role it has played for more than 100 years as the major entry point for fresh fruits and vegetables from the entirety



GROWING WHOLESOME FAMILIES FOR MORE THAN

EIGHTY YEARS

USDA CERTIFIED ORGANIC

TOMATOES • YELLOW & ZUCCHINI SQUASH • CUCUMBERS • MANGOES • BELL PEPPERS • EGGPLANT

SUPPORTIVE



WE ENRICH LIFE FOR FAMILIES, NOT JUST THROUGH OUR PRODUCT, BUT IN HOW WE PRODUCE IT. AS A FAIR TRADE CERTIFIED™ PARTNER, WHOLESUM ENSURES THE WORKERS WHO GROW OUR PRODUCE RECEIVE A PORTION OF OUR PROFITS. ALONG WITH EDUCATION AND HEALTH CARE, THEY ALSO RECEIVE FREE DAYCARE AND SCHOOLS FOR THEIR CHILDREN. ALONG WITH COMMUNITY SUPPORT.

PASSIONATE



ONLY WHOLESUM USES A FARM-TO-FAMILY APPROACH TO PRODUCE, BUILT BY THREE GENERATIONS WORKING TOGETHER. HEALTHY LIVING IS NOT JUST WHAT WE DO; IT'S WHO WE ARE. IT'S A DIFFERENCE YOU'LL TASTE IN OUR FRUITS AND VEGETABLES: A COMMITMENT THAT STARTS AT THE SOIL AND ENDS WHEN YOUR FAMILY LEAVES THE TABLE HAPPY.

HEALTHY



THERE'S A REASON WE'RE ONE OF NORTH AMERICA'S FASTEST GROWING ORGANIC PRODUCERS. WE RECOGNIZED THE IMPORTANCE OF SUSTAINABLE FARMING PRACTICES DECADES AGO. THAT'S WHY WE USE ALL-NATURAL FERTILIZERS, SOLAR TECHNOLOGY AND 100% RECYCLABLE PACKAGING TO DELIVER WHOLESOME FRUITS AND VEGETABLES THAT FAMILIES LOVE.



wholesum
HARVEST®





PHOTO COURTESY OF FRESH PRODUCE ASSOCIATION OF THE AMERICAS

of Western Mexico.”

Nogales has long been home to a number of knowledgeable produce industry professionals such as growers, distributors, importers, customs brokers, transport companies, state and federal inspectors, food safety experts and more.

“Many companies have operated in

Nogales for decades, and our company in particular has always imported through the Nogales-Mariposa POE,” explains Kayla Espinoza, media and communications manager for Wilson Produce, a third-generation owned and operated grower/shipper that counts retail giants such as Wal-Mart and Costco as customers.

“There is lineage and a history of business that is unique to the area. The level of knowledge and long-standing relationships has deep roots. It continues to grow and develop today.”

A big piece of the ongoing progress of the Nogales produce industry has come thanks to the FPAA.



If you've only known us for this, we invite you to think outside the box.

Since the 1950s you've known us as the premier eggplant grower in North America. What you may not know is that we also supply your top-sellers, such as:

- Colored bell & specialty peppers
- Soft & hard squash
- Cucumbers & pickles
- Roma & greenhouse tomatoes
- Spring melons & grapes...

...and much more (including our famous eggplant, now year-round) With operations in Mexico, Nogales and McAllen, we're your one-stop resource for top-level freshness, quality and service.



MALENA
Produce, Inc.

Experts in eggplant, and much more...

Learn more at: <http://malenaproduce.org>
or call our sales team today at 520-281-1533



OMEGA
PRODUCE CO.
Nogales, Arizona

Omega Produce Company, Inc.

“Omega”, “Fontana”,
“Robert’s”, “5-Reyes”,
“Tri-Nations” and “Elena”

520-281-0410

George Gotsis, Nick Gotsis,
Mickey Bachelier
& Toru Fujiwara

Bell Peppers, Color Bells,
Cukes, Kabocha, Persian,
Pickles, Roma Tomatoes,
Tomatillos, Watermelons
& Honey Dew

891 E. Frontage Road
Rio Rico, AZ 85648



CHAMBERLAIN DISTRIBUTING INC.

Fresh Fruits and Vegetables

Since 1971 the **CHAMBERLAIN FAMILY** has been committed to providing **CONSISTENT QUALITY** produce to markets across the U.S and Canada. We are proud to represent **MEXICO'S** finest farmers who are the backbone of our company.



RELIABLE & CONSISTENT

SPECIALIZING IN:

VINE-RIPE TOMATOES, ROMAS, GRAPE TOMATOES, CHERRY TOMATOES, GREEN AND COLORED BELL PEPPERS, CUCUMBERS, BEANS, ITALIAN AND YELLOW SQUASH, MINI WATERMELONS, AND EURO CUCUMBERS, ACORN SQUASH, BUTTERNUT SQUASH, SPAGHETTI SQUASH



We distribute a full line of vegetables and tomato products from our 90,000 sq. ft facility in Nogales, Arizona. We also offer In & Out Services during the Mexican grape season. Our sales associates are also committed to helping **YOU** with all your produce needs.

Call our Sales Staff: Jaime Chamberlain, Andres Gonzalez, Rene Calixtro, Christian Reyna or Mike Romero

PHONE: 520-281-1234 • FAX: 520-281-0805 • E-MAIL: sales@chamberlaindistributing.com

"The FPAA forged strong and beneficial relationships with the Food and Drug Administration, U.S. Department of Agriculture, Customs and Border Patrol and other agencies on behalf of its members," says Gonzalo Avila, chief executive of Nogales, AZ-based Malena Produce, Inc., a family-run company that celebrates 30 years as a shipper and more than 60 years as a grower of Mexican fruits and vegetables such as tomatoes, eggplant, squash, table grapes, melons and onions.

The Nogales produce industry's positive relations with government agencies has opened the door for participation in many pilot projects. One, which started in 2010, led to the implementation of the successful overweight crossing program.

Chris Ciruli, chief operation officer for Ciruli Brothers, a third-generation grower/shipper founded in 1940, explains, "For a fee, you can cross up to 109,000 pounds per truck."

This is important because the U.S. only

allows 80,000 pounds. Ciruli says that most of the developed countries have weight limits that range between 100,000 to 120,000 pounds per truck.

"Participating in this program provides a cost savings to growers, because the greater number of pallets on a trailer is more energy efficient since it reduces the amount of traffic," says Ciruli. "It is also better for food safety, because there's no need to transfer overweight pallets to another truck. The program is self-funding. A percentage of the overweight permits goes back to the community to maintain roads and infrastructure."

Nogales' importance in the Mexican-U.S. produce trade is additionally due to its location.

"What differentiates the Nogales POE the most from all other ports is the accessibility of importing product from the Central to Northern regions of Mexico and its logistical advantage in distributing throughout the West Coast to Midwest in the U.S.," explains Rodrigo Diaz, marketing director for the Rio Rico, AZ-headquartered Diazteca, a family-owned vertically integrated company that got its start as a Mexican mango grower in the 1970s. Today, the company imports and distributes more than 30 million pounds of Mexican produce and other perishable food products annually.

The sheer density of produce businesses in Nogales makes it akin to a drastically large terminal market. This means a one-stop-shop where retailers of all sizes can obtain everything from straight loads from one company to customized mixed loads from one or more companies.

"Nogales is a great consolidation POE because of the variety of products in one single place. There are many well-established companies in Nogales with outstanding quality produce that makes it more competitive during the peak season," says Malena's Avila.

New Port – New Opportunities

A ribbon-cutting ceremony in October will mark the first time since the 1970s that Nogales' Mariposa Land POE has been fully renovated.

"We know we have the premiere land port in the U.S., and now we have the infrastructure to reflect this," says Alejandro Canelos Jr., the Nogales, AZ-based founding partner of Melones International and officer in Apache Produce Imports

Healthy Trends™
Produce Company

When Nature Inspires, The Possibilities Are Colorful.

"Pepper your sales with Color!"

Growing and Shipping Premium Quality Bell Peppers.

Value added packaging options available. Food Safety GAP/GMP Compliant.
Servicing the Retail, Wholesale, Foodservice and Processor Industry.

Sales: (520)-987-0104
www.healthytrendsproduce.com
bobby@healthytrendsproduce.com

Healthy Trends Produce LLC, P.O. Box 10, Nogales, Arizona 85628



(L-R) PHOTOS COURTESY OF CIRULI BROTHERS

LLC, a large greenhouse grower of tomatoes, bell peppers and seedless cucumbers under the Plain Jane label.

Modern facilities and cutting-edge technologies are key components in this beautifully constructed complex that is designed to increase the accuracy and speed of processing and to minimize delays. Efficiencies aren't at the expense of the environment. The renovated port is LEED (Leadership in Energy & Environmental Design)-certified and features systems like solar domestic hot water, rain-water harvesting, and advanced lighting and building automation, as well as recycled content materials selections.

"All the agencies represented within the complex — CBP (Customs and Border Patrol), INS (Immigration and Naturalization Service), FDA (Food & Drug Administration), USDA (U.S. Department of Agriculture), APHIS (Animal and Plant Health Inspection Service), ADOT (Arizona Department of Transportation) and others — have the latest equipment at their disposal, which will enhance the entire crossing process," explains Robert "Bobby" Astengo, managing member of the new Healthy Trends Produce Company, in Nogales.

The anticipated time efficiency is already evident. "We've put finishing touches on the facility over the summer, yet all lanes have been open, both private and commercial, and we've been in essence operating 100 percent as a fully functioning through port," says Terry Shannon Jr., vice president of Shannon Brokerage Co., a custom house brokerage firm started by his grandfather in 1931, and one of the founders of the Greater Nogales Santa Cruz County Port Authority (GNSCCPT) and vice president of the Nogales Santa Cruz County Economic Development Foundation (NSCCEDF).

The soft opening of the renovated port facilities resulted in a significant decrease in crossing times. "Instead of up to six to seven hours to clear a truck, the time is already down to an hour on average," observes George Gotsis, one of the shareholders in family-run Omega Produce Co.,

founded in Rio Rico, AZ, in the 1950s.

The collective goal of the Nogales produce industry is a 30- to 45-minute crossing per truck, which would be the shortest wait times on the U.S./Mexico border.

"The added efficiencies at the port with

Nogales' Produce Industry — Deep Roots, New Branches

Fertile lands to the south and demand from the north made Nogales, AZ, an important produce port for more than a century. In the past 40 years, this Mexican/U.S. border town and its Mariposa Land Port of Entry (POE) served as home to a number of international businesses whose livelihoods are focused on importing Mexican-cultivated fresh fruits and vegetables to markets in the U.S. and Canada.

The opening of the new POE is giving rise to entrepreneurs who are using their extensive knowledge and family history in the industry to open new businesses designed to meet the needs of today's produce retailers. One of these new businesses is the Nogales-headquartered Healthy Trends Produce Company.

"My first recollection of working in the produce industry is after school in junior high, sticking bulk loads of watermelons," says Robert "Bobby" Astengo, managing member. Astengo is also a second generation produce professional. His late father was a well-known and respected figure in the Nogales community.

"I was ideal for the job, because I was so lightweight I couldn't damage the top tier of melons that would get the stickers. The pay was 50 cents a load, and I could get

about four to six loads stickered in a day for a cool \$3 earned for spare change on the weekends. Later during high school, the work entailed dock responsibilities such as stacking and strapping produce pallets, and of course, sweeping the floors."

Astengo began his professional produce career in 1982, following a four-year stint in the Navy. He's held many industry positions over the past three decades, including sales management at SYSCO and Prime Time International.

True to the company name, Astengo's marketing strategies center on some of the highest priority healthy trends in the produce industry.

"In the forefront is our industry's responsibility to continually improve on methods of delivering a safe food source. We should continue to make the nutritional value of our products common knowledge; I especially like the challenge of ensuring our children eat more fruits and vegetables. I like that value-added packaging options are increasing in distribution. Not only do they provide convenience at retail and fresh-cut, they are fun to promote, and I believe could play a larger role in safer food delivery practices," says Astengo.

pb

NOGALES

ADVERTISEMENT



U.S. Customs and
Border Protection

Mariposa Port of Entry
Nogales, Arizona

10 REASONS WHY YOU SHOULD BE USING THE NOGALES PORT OF ENTRY

The Mariposa Land Port of Entry in Nogales, AZ, is the fourth busiest land port of entry in the United States processing nearly half of the fresh Mexican produce consumed in the United States. Backed by a long history of serving the produce industry, the port began significant renovations in 2009 aimed at improving processing, inspections and traffic flow. Companies using the new Mariposa Port are now taking advantage of these efficiencies.

1. STATE OF THE ART FACILITIES RESULT IN EFFICIENCY

The Mariposa port is state-of-the-art and the most modern and efficient port of entry on the U.S.-Mexico border. Cutting-edge information and technology systems allow for faster and more efficient processing of information and shorter wait times. Implemented new x-ray technology allows for rapid scanning of entire trucks at once. The port boasts 8 commercial primary lanes with a capacity of 4,000+ trucks per day, 56 commercial inspection dock spaces, 5 commercial exit booths and CTPAT-FAST dedicated lanes.

2. PORT IMPROVEMENTS MEAN FASTER SERVICE

Mariposa currently boasts the shortest wait times on the U.S.-Mexico border. From additional lanes to fast technology

to flexible infrastructure, everything at the port is designed to increase the speed and accuracy of processing and minimize delays. And, the port is pleased to be receiving 120 new Customs officers to facilitate product movement.

3. IMPROVED SPEED SAVES MONEY

Speed, accuracy and fast movement equal cost savings. Efficiencies in moving trucks across the border save fuel, product quality and time. On average nationally, a one-hour delay multiplied over a year can cause losses of \$6 billion in output and \$1.4 billion in wages. The expedited crossing times in Nogales save each company money that would otherwise be spent waiting in line.

Overweight permits available from the Arizona Department of Transportation

allow trucks of up to 90,800 pounds from Mexico to enter the state after they purchase a permit. Trucks with this permit are allowed to travel in an area designated by the state, resulting in faster deliveries to local warehouses.

4. IDEAL FOR JUST-IN-TIME DELIVERY

Nogales is the best location for just-in-time delivery for Mexico's West Coast supply chain. Nogales is the only place where the U.S. I-10/ I-19 corridor meets the ever-growing commerce on Mexico's highway 15. The efficiency of the new port facilities allows just-in-time to be a reality.

5. EXPANDS THE TRADE CORRIDOR

The Mariposa Port will play a pivotal role in North America's newest north-





south trade corridor connecting Mexico through Arizona to the Pacific Northwest and Canada. Since its inception in 1995, the CANAMEX Corridor, passing through Nogales, has become the cornerstone for seamless and efficient transportation of goods, services, people and information between Canada, the Orient, Mexico and the U.S. It is a geographically designated area developed to offer enhanced resources to facilitate easy transportation of freight, movement of personnel and the delivery of services along its route. Other projected interstate highway projects in Arizona promise to tie into the CANAMEX corridor and open up even more logistical advantages in the Nogales region.

6. OFFERS ADDITIONAL OPTIONS IN TRANSPORTATION

Railway potential is another component of the Nogales port benefit. In May 2014, Mexican produce distributed through Nogales was shipped to the East Coast by rail for the first time in decades. The shipment opens the door to new possibilities for distributors and has opened discussions on an intermodal station in Rio Rico, AZ.

7. PROVIDES POSSIBILITIES FOR ON-SITE LOGISTICS

The Ambos Nogales community has numerous cold-storage and warehouse facilities designed to facilitate both north

and south bound trade. Many of the established distributors in Nogales offer in-and-out services for those looking for storage yet not ready to purchase or build their own warehouse. In addition to the hundreds of thousands of feet of already existing cold storage and dry warehouse space, Nogales has several locations which are "shovel ready" and available to be built to any prospective user's needs. Also in the works is the La Loma Grande Industrial Park encompassing 30 plus 100,000 square-foot light industrial buildings on 215 acres.

8. BACKED BY YEARS OF EXPERIENCE

More than just brick and mortar, Mariposa includes multi-generational businesses who have served the trade community for decades. The Nogales community is a thousand-year old trade region with world-class brokers drawing on generations of relationships to expedite trade. Facilities and services related to directly processing trade in produce and manufacturing are coupled with an experienced supporting logistics industry. Trade at the Mariposa Port is facilitated by an outstanding group of professional customs brokers with a long history of experience in the region. The Nogales U.S Customs Brokers Association is comprised of 16 U.S. Customs Brokerage firms assisting importers and exporters in meeting Federal requirements governing imports and exports

to and from the United States.

9. NOGALES PORT IS A SUSTAINABLE CHOICE

Companies committed to sustainability can feel proud to use the Mariposa Port. The port is built to be friendly to both the environment and the people who use it. The structure itself is designed to dissipate noise and protect those who work at the port from noise pollution. The port is LEED certified and incorporates a number of sustainable features such as a solar domestic hot water system, rain water harvesting system, advanced lighting and building automation systems, as well as recycled content material selections and low maintenance finishes that are used throughout the port's design. Additionally, quicker border crossing and less idle time for trucks means decreased air pollution.

10. WE'LL GROW WITH YOU FOR THE FUTURE

Mariposa's new design accommodates future needs as well as improving today's business. When so often the latest item is outdated only a few months after release, Mariposa intends to grow and change to embrace future growth and change in the produce industry.

Find your future in Nogales, go to:
www.NogalesPort.org

SIGNIFICANT IMPROVEMENTS AT NOGALES' MARIPOSA PORT:

- Eight commercial primary lanes with a capacity of 4,000+ trucks per day
- CTPAT-FAST dedicated lanes
- 56 commercial inspection dock spaces
- Five commercial exit booths
- 12 dedicated car lanes with primary inspection booths
- 24 POV secondary inspection spaces
- Five southbound inspection booths
- Six southbound inspection dock spaces
- Dedicated bus processing lane
- Two new z-portal low energy x-ray machines
- SENTRI ready lanes to process passenger vehicles





PHOTO COURTESY OF DIAZTECA

trucks getting expedited faster ensures fresher produce for our customers," says Ciruli of Ciruli Brothers. Ciruli's company crosses anywhere from a few to more than 30 trucks per day, depending on the time of year, filled with key commodities such as tomatoes, various types of peppers, green beans, cucumbers, eggplant and mangos.

The time efficiency also augments Nogales' grower/shippers extensive food safety programs.

"There is a lower likelihood of a break in the cold chain when there is no bottleneck in the crossing process," says Apache's Canelos.

A major plus of having a state-of-the-art flagship port facility in Nogales is the economic impact it attracts from business expansion in infrastructure, inventory and talented individuals.

The Los Angeles, CA-headquartered Vision Produce Company (formerly Tavilla Sales Company of L.A.) expanded to Phoenix, AZ, in 2003 and opened a branch office in Nogales in 2011 to better assist with grower relations and logistics in Mexico.

"We added a trucking operation called VPC Freight Solutions to our operation in Phoenix and trucks run between Arizona and California," says John Caldwell, vice president of sales and Phoenix/Nogales branch manager. "We also doubled our cold storage warehouse space in Phoenix to a total of 25,000 square feet."

Wilson Produce recently added 25,000 square feet to its existing warehouse to total more than 57,300 square feet of cold storage space.

L&M Companies, headquartered in Raleigh, NC, will step up from renting to acquiring its own 27,000-square-foot warehouse in Nogales this year. John McDaniel, the Nogales-based sales and operations director, says this transition "is to move us from not only customs brokers to distributors, but also to assure quality,

volume and sales for our customers."

The improved Mariposa Port also initiated road widening to the facility. "This has literally paved the way for increasing loads of produce to move from the fields of Mexico into and across the U.S.," says Sabrina Hallman, chief executive of Sierra Seed Company, LLLP, a Nogales-based

Nogales By The Numbers

Mariposa Land Port of Entry – New Features

- 8 Commercial primary lanes with a capacity of 4,000+ trucks per day (up from 4 lanes)
- CTPAT-FAST dedicated lanes
- 56 Commercial inspection dock spaces
- 5 Commercial exit booths (up from 1)
- 12 Dedicated car lanes with primary inspection booths (up from 4)
- 24 POV secondary inspection spaces
- 5 Southbound inspection booths
- 6 Southbound inspection dock spaces
- Dedicated bus processing lane
- 2 New z-portal low energy X-ray machines to expedite secondary & bus inspections
- SENTRI ready lanes to process passenger vehicles

Source: NogalesPort.org

Top 10 Fruits & Vegetables Crossed in Nogales by Dollars

ITEM	DOLLARS (Millions)
1. Tomatoes, all types	\$664.7
2. Peppers, all types	\$501.5
3. Table Grapes	\$323.7
4. Melon, all types	\$320.0
5. Cucumbers, all types	\$287.8
6. Squash, all types	\$264.6
7. Mangos, all types	\$108.6
8. Asparagus	\$104.8
9. Avocados	\$50.6
10. Berries, all types	\$44.7

Source: U.S. Census Bureau Trade Data, U.S. Customs District Data, 2013

What the Nogales Fresh Produce Industry Generates in Dollars

- \$303.4 million direct output in Santa Cruz County
- \$134.3 million additional (secondary) output
- 2,644 direct jobs and \$146.4 million in wages
- 1,376 secondary jobs and \$43.6 million in secondary wages
- \$45 million in tax revenues to state and local governments

Total Dollar Impact: \$437.7 million*

*including wages and tax revenues

Source: *Bi-National Business Linkages Associated with Fresh Produce and Production-Sharing: Foundations and Opportunities for Nogales and Santa Cruz County*, The University of Arizona, June 2013.



We're in Nogales
are you?



Vision Produce Company

Los Angeles • 213.622.4435
Nogales • 520.223.8920
Phoenix • 602.256.7783
www.visionproduceco.com



Vision Import Group

New Jersey • 201.968.1190
Texas • 956.843.6600
Florida • 863.583.4970
www.visionimportgroup.com

Your Direct Link to the Grower



Port Improvements Lead To Increased Products And Staffing

Port infrastructure, such as expanded cold rooms as well as faster crossing times, is enabling produce companies to add to the inventory they sell.

In 2013, Diazteca began importing Mexican avocados, pineapples and broccoli into the U.S.

"We've seen an uptick in the crossing of highly perishable products, such as blueberries, as well as papayas and avocados," says Terry Shannon Jr., vice president of Shannon Brokerage Co.

"We expanded our squash program in Mexico and will be shipping more summer and winter squash varieties to complement the California crop. We are also increasing our hot pepper production with jalapeños, serranos and Anaheim chili peppers both in Mexico and California to maintain year-round supplies," says Chris Ciruli, chief operation officer for Ciruli Brothers, a third-generation grower/shipper founded in 1940.

Progressive Mexican growers are culti-

vating crops such as okra, asparagus, Chinese eggplant and other Asian vegetables for the U.S. West Coast and Canadian markets. "We've reached the point where growers are asking what they can grow for us. They're looking for needs and niches," says Vision Produce Company's John Caldwell, vice president of sales and Phoenix/Nogales branch manager.

The brain trust continues to grow in Nogales — spurred by opportunities to import greater volume and variety to the U.S. and Canada.

Vision Produce hired Alan Acosta, formerly of Ready Pac Produce, in April as its Phoenix, AZ-based vice president of operations. One of Acosta's responsibilities will be to help manage the supply chain of Vision's new line of honeydew, watermelon and cantaloupe out of Mexico.

Peter Hayes, an industry veteran who has worked for Dole, Newstar and River Ranch, was hired by Malena Produce in June as vice president of sales and marketing to

oversee the expansion of the company's commodity and value-added lines.

"We will significantly increase our production program this year with new product lines coming out in the eggplant category, as well as some value-added items in other commodity lines," says Malena's Avila.

SunFed hired Mark Cassius, former executive vice president of sales and marketing at Euro Fresh Farms, as its chief innovation officer charged with re-inventing the company's go-to-market strategy and incorporating new packaging options for its customers. Brett Burdsal, past regional director of marketing at CMI, is now marketing director. Gary Stevens, formerly of National Sustainable Sales, was also hired in the past year to assist in the sales expansion of SunFed's soon-to-be year-round Perfect Organics line. The line consists of core products such as Roma tomatoes, peppers, cucumbers, squash, eggplant, cantaloupe and honeydew. **pb**



A hill of these is worth more than you might think

... especially if they're grown by the "king" of beans. We're proud to be the reigning category supplier since the 1960's. That's why we're reintroducing our legacy label, **El Rey™** — enduring quality, packed for today's marketplace.

Request our brand for premier green beans, peppers, tomatoes, and other items.

Ta-De Distributing Co. • Nogales, AZ 85621
(520) 281-1932 • <http://ta-de.com>



We search the globe to provide the finest of seeds bred for the specific growing regions found in your area.

Our professional and experienced team prides itself on providing uninterrupted service and knowledge from the seed to the grower to the marketplace. We walk the fields for you.

Sabrina Hallman
Sierra Seed Company, LLLP
 PO Box 7120, Nogales, AZ
 Ph: (520) 281-9420 • Fax: (520) 281-9655
clientes@sierraseedco.com
www.sierraseedco.com

company formed in 1989 to provide seed and services to commercial northwest Mexican export growers. "Nogales has already seen an increase in goods crossing the border, and the new land Port of Tucson is working with the businesses in Nogales to even further facilitate travel throughout the U.S."

Challenges And Chances

One of the biggest concerns since the Mariposa Port renovations broke ground in 2009 is staffing. "The greatest challenge has been the increase of General Field Exams conducted by local FDA and the FDA's limited hours of operation compared to CBP and other government agencies that work at the port processing shipments coming into the U.S. We would like to see the new port staffed with more CBP, FDA and USDA officers to help accelerate processing times and take full advantage of new infrastructure," says Diazteca's Diaz.

"Some of the needed staff has been assigned, but we still need more customs officers," asserts Malena Produce's Avila.

More customs officers should be on the job soon. Positions for 2,000 customs officers were passed by Congress and approved by President Obama in April as part of an omnibus spending bill.

"Nogales will get 120 of them," explains Lance Jungmeyer, FPAA president. "Plus, we will be able to fill another 50 positions lost due to attrition. That makes 170 new customs officers. Hiring and training is starting now and we will see these officers take their positions progressively in groups as they graduate from the three-month CBP Officer Basic Training Academy."

Another challenge to overcome is the pre-clearance of loads in Mexico, as done in prior years.

"U.S. inspectors used to be able to travel into Mexico to clear loads for certain commodities such as grapes, tomatoes, and avocados. This is no longer the case, but it would help trucks get expedited even faster if implemented again," explains Ciruli Brothers' Ciruli.

The land-crossing port of McAllen, TX, is providing competition as well as cooperative benefits for Mariposa in Nogales. The Texas POE developed as a result of new agricultural areas in Mexico and the rising cost of transportation.

On one hand, "we believe the Port of McAllen is giving Nogales significant competition, especially with product



AN ALLY FOR YOUR NEEDS - GROWER ALLIANCE

A GROWING BUSINESS

- Established in 2007
- Now in their 8th year
- Increased in Greenhouse product handling and shipping
- State of the art Warehouse in Rio Rico, AZ

DEDICATED FOOD SAFETY

- Committed staff to ensure food safety is a priority in all areas
- GAP and GMP focused and all growers have been certified for pesticide residue
- Grower Alliance Ensures Produce Traceability - PTI

Today, ships out of Nogales, AZ, and McAllen, TX



GROWER ALLIANCE SALES STAFF

Left to right: Luis Alcantara, Jorge Jr. Quintero, Jorge Sr. Quintero, Frank Hernandez.

NOTE FROM JORGE QUINTERO, JR.:



I believe that Grower Alliance has grown and been successful due to our honesty and our relaxed approach to getting the job done with excellence. Our customers know us for our integrity and are comfortable working with us. We understand that there is a time and place for everything, just like there is a market for everything. We strive to be upfront and transparent with our customers about everything - so we stay on the same page and work together. I truly feel blessed by

God in our business and pray and praise Him every morning for it.

COLOSSIANS 3:17

"and whatever you do, in word or deed, do everything in the name of the Lord Jesus, giving thanks to God the Father through him"

GROWER ALLIANCE, LLC

Tel: 520-761-1921 • Fax: 520-377-9189 • www.groweralliance.com





PHOTO COURTESY OF SIERRA SEED



PHOTO COURTESY OF CIRULI BROTHERS

coming from the Sinaloa region that are consigned sales to mid to East Coast in the U.S. We also believe volumes from this region will increase through McAllen and decrease in Nogales due to the logistics and time advantage for sales going to the East Coast," explains Diazteca's Diaz.

On the other hand, "it's a fact that some

products from Sinaloa are being exported through McAllen mostly to cover East-bound contracts to club stores, Wal-Mart and other retailers that have distribution centers in Texas," says Jose Luis Obregon, president of IRP Fresh, a Rio Rico, AZ-headquartered company founded in 2003, which imports green bell peppers and

greenhouse products, especially color bell peppers, from the Mexican states of Jalisco and Sinaloa. "But by the same token, improved technologies on production systems, which are applied in Sonora, Sinaloa and other states, have been increasing yields and production for export, which are definitely bringing much more volume that will cross through Nogales' Mariposa POE."

SunFed's Mandel also doesn't see the McAllen port as a threat to Nogales. "The Mexican produce industry is continually growing due to efficiencies that are not available in other growing regions. As an example, SunFed shipped more product through McAllen each year, and yet our crossings through Nogales continue to grow as well. The central part of Mexico has seen tremendous growth in protected agriculture and the natural crossing point for much of that production is McAllen, rather than putting more miles on the product to cross it via Nogales — or any other land port on the southern border. I also believe the majority of the growth of the McAllen port will be Nogales companies expanding their operations rather than a contraction of produce crossing through Nogales," says Mandel.

The Mariposa POE renovation has been planned with growth in mind. "The old port crossed about 400 trucks a day in the 1970s," explains the FPAA's Jungmeyer. "We're now handling about 1,500 to 1,600 trucks daily in peak season, with Nogales experiencing a 17 percent increase over the prior season versus other ports. The renovated Mariposa POE

Solutions for
produce sourcing



**CELEBRATING
21 YEARS**



- Grower/distributor of premium produce
- Seamless, year-round supply
- Superior reputation: XXXX Rating

**NOGALES
LOS ANGELES
SANTA MARIA**

Call our sales pros at
(520) 281-1900

or email:

Mike Smith	mike@sigmasalesaz.com
Sean Barton	sean@sigmasalesaz.com
Steve Schmitz	steven@sigmasalesaz.com
Lou Morello	louie@sigmasalesaz.com
Larry Redman	larry@sigmasalesaz.com

Learn how our
Six Sourcing Solutions
can help your sales at:
<http://sigmasales.org>





to see FDA-approved labs in Arizona for faster turnaround on product testing," says Ciruli Brothers' Ciruli.

A Look To The Future

The latest conversations in Nogales center on rail transportation and the I-11 highway that has the capability of connecting Mexico, the U.S. and Canada along a singular corridor of travel.

"These two projects will even further increase the availability of fresh produce

across the country. The produce industry in Nogales began on the railroad, and over time, we moved away from rail. The reintroduction of railcars carrying produce would supplement and complement the current truck carriers and provide for even more availability of fresh fruits and vegetables to consumers across the country. The I-11 literally unites all of North America and provides for the free-flowing movement of goods into and out of the NAFTA countries," says Sierra Seed Company's Hallman. **pb**



"We would like to see FDA-approved labs in Arizona for faster turnaround on product testing."

— Chris Ciruli, Ciruli Brothers

is capable of handling as many as 4,000 to 5,000 trucks."

In addition, "there's the capability to add hours of operation beyond the 8 a.m. to 7 p.m. weekdays, 8 a.m. to 5 p.m. on Saturdays and four hours on Sundays now in practice," explains Shannon Brokerage's Shannon.

This astute design plan for the future is due to the ever-bountiful volume of Mexican fruit and vegetable imports into the U.S. and Canada. "Due to reductions in domestic U.S. production and the increasingly difficult labor situation in the U.S., Mexico will continue to produce the bulk of the United States' winter fruit and vegetable needs until comprehensive immigration reform is achieved," says Mandel.

What's more, "we are seeing more greenhouse/protected growing conditions that allow for nearly year-round production of many fruits and vegetables," says Sierra Seed Company's Hallman.

"I think there is still a lot of growth potential for the Nogales port, in part because Mexico has the ability to produce more products for a longer period of time. Additionally, we expect to see more automation with customs at the port. We would also like

DOES YOUR NOGALES SHOPPING LIST LOOK LIKE THIS?



See how our one-stop shop, customized consolidation services can help you! Call today: (520) 377-5710

983 East Frontage Road, Suite 5 | Rio Rico, AZ 85648 | iprfresh.com





**Mark Your Calendar to Attend the
46th Nogales Produce Convention and Golf Tournament
October 30 - November 1, 2014 - Tubac Golf Resort and Spa**

Thursday, October 30, 2014

Educational Sessions

Building a Global Sourcing Strategy

During his tenure as President of Seald Sweet, Bruce McEvoy helped transform the citrus cooperative into a global entity, with a series of deals culminating in a merger with Holland-based UNIVEG Fruit and Vegetable Group, resulting in a company with \$4 billion in annual sales. McEvoy will offer some simple steps to help you build your own global sourcing strategy.

How does Arizona Succeed in the Future with Trade and Mexico

Jim Kolbe, Senior Transatlantic Fellow for the German Marshall Fund and former Arizona Congressman, will present about his time in Washington and his vision on how Arizona will succeed in the future with trade and Mexico.

Opening Fiesta and Networking Event

The opening fiesta and networking event is set in the lovely outdoor plaza of the Tubac Golf Resort, and will feature delectable and creative food stations, hors d'oeuvres, signature beverages and to-die-for desserts. This is the perfect venue to reacquaint with old friends and make new ones!

Friday, October 31, 2014

Golf Registration and First Round of Golf

All golfers report to Tubac Golf Resort. **NEW THIS YEAR:** Golfers have **FOUR** chances to win a car in hole-in-one events during the 2-day tournament!

Non-golfers can enjoy networking opportunities with Nogales distributors or register to take a helicopter ride. Contact the FPAA office to learn more!

Gala Event and "Pillars of the FPAA" Awards Ceremony

The gala event will feature a reception, elegant sit-down dinner, entertainment, dancing and the honorees of this year's "Pillars of the FPAA" recognition award will be unveiled!

Saturday, November 1, 2014

Second Round of Golf

All golfers report to Kino Springs Golf Course.

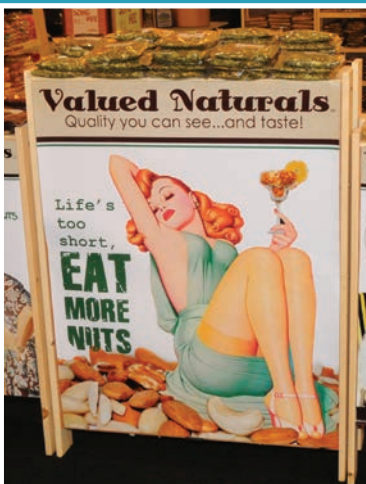
Golfers enjoy a fabulous BBQ lunch and golf awards ceremony after this round!

Don't miss this great event. For the complete schedule and hotel information, visit www.freshfrommexico.com or call 520.287.2707.

FRESH SUMMIT

INTERNATIONAL CONVENTION & EXPOSITION

October 17-19, 2014
Anaheim Convention Center
Anaheim, California USA



SPONSORS



BOOTH #986
PLEASE SEE AD ON PAGE 76



BOOTH #3316
PLEASE SEE AD ON PAGE 90





Dole leads the way in nutritional education, helping consumers to achieve a healthy lifestyle.

The DOLE brand is synonymous with high quality and safety standards for fresh fruit and vegetables.



AISLE 300

Booth #352
CENTER OF EXPORT AND INVESTMENT OF THE DOMINICAN REPUBLIC (CEI-RD)

Santo Domingo, Dominican Republic
From Dominican Republic to the world, we bring you the best. CEI-RD is the trade promotion agency of the Dominican Republic. At Fresh Summit, we will be representing the wide variety of fresh produce the country has to offer, exhibiting bell and habanero peppers, banana, stevia, aromatic herbs, among others.



Booth #475
MERITECH
Golden, CO

Come get your hands washed and see why our automated employee hand-washing stations help you improve efficiencies, impress auditors, and save you thousands of dollars. Also, meet our exclusive, most compact walk-thru Boot Scrubbers that come with a full five-year parts and five-year labor warranty and two free service visits per year.



Booth #582
VERBRUGGEN PALLETIZING SOLUTIONS
Emmeloord, FL

The newest innovation from Verbruggen is the VPM-BL, which is deployed for palletizing of cartons and crates, and it works according to its turn/slide principle.



Booth #638, 642, 739
RED SUN GREENHOUSE
Kingsville, ON

Red Sun Greenhouse grown produce provides greenhouse perfection all year long. We're known as your greenhouse-go-to team with farms in Canada, Mexico and now, the USA, six North American distribution centers and designated regional sales teams to support your greenhouse category needs. Our team provides you with planning support, marketing support, and new product launch support. Stop by our booth to learn about our new organic line of American grown greenhouse tomatoes.



Booth #363
BIOCONSERVACION
Barcelona, Spain

From farm to table, no one protects your post-harvested fresh produce like Bioconservacion, the undisputed leader in filtration of ethylene and fungi-causing spores. Now providing its innovative solutions locally to better service American growers, packers and shippers together with partner Decco Postharvest.



AISLE 500

Booth #523
HEAT AND CONTROL
Hayward, CA

Weigh-blending system reduces giveaway. Blend and weigh up to eight product ingredients with Heat and Control's weigh-blending system. Feed conveyors, an Ishida multi-head weighed with up to 32 heads, CEIA metal detector, Ishida check weigher, Ishida X-ray inspection, operating/data management controls, support platform, engineering, installation, and service support are available from heat and control.



AISLE 600

Booth #602
RUBY FRESH
Firebaugh, CA

Come see the new Ruby Fresh Jewels Grab-n-Go Pomegranate Arils in convenient 4- and 5.3-ounce snack cups, now available in handy 2-packs and 4-packs. They also offer their fresh line of salad topping mixes, Ruby Fresh's Salad Jewels, in three unique flavors available in both a 3.5- and 7-ounce package.



Booth #653
YERICIC LABEL
New Kensington, PA

Yericic Label provides many ways to get your brand's message to shoppers. We can incorporate coupons, recipes and even PMA's "Eat Brighter!" campaign into your current label to create a fresh new look for your brand while preserving the product viewing space.



Booth #364
MAXCO SUPPLY
Parlier, CA

Maxco is a leader in packaging and packaging assembly equipment for the Fresh Produce Industry. Dedicated to developing and manufacturing innovative fresh produce containers, Maxco's packaging is made from 100 percent renewable, recyclable and sustainable materials using clean product methods and green business practices.



Booth #558
CRAVO EQUIPMENT LTD
Brantford, ON

Discover Cravo's Retractable Roof Production System for food crops including vegetables, berries, and tree fruits. Culminating from decades of extensive research and applications, Cravo structures protect hectares of crops in minutes from extreme heat, cold, wind, hail, snow and insects. Visit our booth to see our retractable roof in action.



Booth #610
ZIPNVENT
Hong Kong, China

We produce flexible laminated packaging including stand-up pouches for fresh produce and breathable herbs bag.

Booth #683
GIUMARRA VINEYARDS
Bakersfield, CA

At Giumarra Vineyards, we love grapes. Please visit us to see and taste the Arra Collection of proprietary table grape varieties and learn more about what is new at Giumarra.



AISLE 400



Booth #428
OLD DOMINION PEANUT
Norfolk, VA

Dominion Peanut Company Produces thin and crispy old-fashioned peanut brittle, cashew brittle, peanut bars, peanut crunch, butter toffee peanuts, chocolate coated products and is introducing three new flavored brittles this year! We strive to be a low-cost producer of high-quality, good tasting peanut candy and snacks at a superior value.

Booth #570
TWANGERZ PARTNERS, LTD
San Antonio, TX

Twangerz Snack Toppings are salt, sugar and seasoning blends for fruits, vegetables and snacks. Chili-Lime, Tamarind, Mango Chili, Lemon-Lime, Lime, Pickle & Hot Pickle are bold, unique flavors that are fun memorable pairs to add to your offerings. Available in shakers, foodservice jars, and moisture-proof packets for co-packing.



Booth #634
DISCOVERY GARDEN'S
Oakdale, CA

Our unique line of branded potatoes provides customers with the taste and quality they crave. Come sample: Sierra Golds (yellow with russet-like skin), Sierra Rose (red-yellow), Autumn Gold (yellow), and Sierra Gems (russet with flavor). Owned by Cal-Ore Seed, Inc., we are also your connection for exporting.



AISLE 700

Booth #715
VISION PRODUCE COMPANY
Los Angeles, CA

Vision Produce Company and our affiliate company, Vision Import Group, has offices located in Los Angeles, Phoenix, Nogales, Texas, Florida and New Jersey. We are at source, year-round with consistent top quality on limes, mangos, pineapples, papaya, chili peppers and vegetable items. We are your "direct link to the grower."

The Vision Companies



VISION PRODUCE COMPANY
VISION IMPORT GROUP

Booth #827
TASTES RAAW JUICES
Miami, FL

Celebrating five years of Deliciously Natural Fruit and Vegetable juice blends. Visit the RAAW Juice booth to sample our newest flavor, Tropical Bliss: a delicious blend of pineapple, guava and carrots. Non-GMO Certified. Gluten Free. No added sugars or preservatives, and 100 percent pure juice.



Booth #958
KMT WATERJET SYSTEMS
Baxter Springs, KS

KMT Waterjet Systems will feature live conveyor "no-blade" cutting of produce at 50hp/55,00psi. The USDA approved high-pressure waterjet cutter comes with single or multi-head designs for high volume capabilities. The advantages of cutting with waterjet are no cross-contamination, no blade sharpening and a



longer shelf life for produce.

Booth #1024
ALLEN LUND COMPANY
La Canada, CA

ALC Logistics, software division of Allen Lund Company, provides web-based Transportation Management Software designed and customized specifically for the produce industry. Built on Enterprise Class Oracle systems and IBM-system compatible, all TMS applications are hosted in a fully secured, SaaS/Cloud Architecture backed by Disaster



Recovery Systems.

WILLSON ↑↓
Unmatched Service Across Borders

Booth #776
WILLSON INTERNATIONAL
Mississauga, Ontario

Willson International is the No. 1 Canadian customs broker for produce. Since 1918, our family business has provided solutions to importers and exporters. Stop by our booth, and we will show you how we can help you reach new markets.

Booth #830
EARTHBOUND FARM
San Juan Bautista, CA

Earthbound Farm Organic Power Meal Bowls are organic ready-to-eat bowls that deliver hearty organic greens, seeds, fruits and whole grains for a delicious and healthy complete meal — bold flavors and balanced nutrition for 250 calories or less.



Booth #782
THE SALAD FARM
Salinas, CA

Enjoy the freshness of your organic salads longer with The Salad Farm Organic Clamshells. Environmentally friendly, these 1-pound and 2-pound clamshells are packaged with post-consumer, recyclable packaging. The Salad Farm understands that organic is a commitment. By implementing stringent high-quality standards in its Retail and Foodservice packs, The Salad Farm is destined to be an industry leader in these categories.



Booth #838
T. MARZETTI COMPANY
Columbus, OH

T. Marzetti Company is a leading manufacturer of refrigerated salad dressings, dips, and salad toppings as well as the very successful Marzetti Simply Dressed line. See what's new for this year.



AISLE 800

PRODUCT PROTECTOR LLC
Protecting Your People, Products, Pallets & Profits

Booth #821
PRODUCT PROTECTOR, LLC
Eugene, OR

Visit Product Protector, LLC to see why we won the MODEX MHI Innovation Award for 2014. The Product Protector is the industry leader in Product and Pallet protection by doubling the life of your pallets and reducing product damage by up to 80 percent. Stop the damage before it occurs.

AISLE 900

ROBINSON FRESH

Booth #910
ROBINSON FRESH
Eden Prairie, MN

In addition to fresh produce, Robinson Fresh offers an abundance of fresh solutions — including high-impact packaging, innovative products, and branded produce. We work directly with growers, investing in nomadic crops and fragmented supply, so you get the produce you need to meet your customer's demands.

AISLE 1000

Booth #1002
AURORA PRODUCTS, INC
Orange, CT

Aurora Products packages the highest quality all natural and organic dried fruits, nuts, trail mixes, Salad Fixins, and granolas. Our goal is to provide consumers with the finest quality and healthiest products available. Aurora's items contain 100 percent all natural ingredients with no artificial colors, additives, or preservatives.



Booth #986
DOLE
Westlake Village, CA

Dole Food Company Inc. is the world's largest producer and marketer of high quality fresh fruit and fresh vegetables. Dole markets a growing line of packaged and frozen foods, and is the produce industry leader in the nutrition education and research.

See our ad on page 76.

Booth #1038
THE IDAHO POTATO COMMISSION
Eagle, ID

The Idaho Potato Commission is the marketing arm for the entire Idaho potato industry. The organization has created the well-known "Grown in Idaho" seal, which symbolizes quality, known around the world.



Booth # 1039
BALL DESIGN
Fresno, CA

Ball Design consists of specialists in Produce and Food Marketing Design for more than 30 years. We support:

- Websites (Design, Social Media, Management, SEO Optimization)
- Logo Design
- Package Design
- In-Store POP Design
- Trade Show Displays
- Advertising
- Photography



Booth #1064
BBC TECHNOLOGIES
Hamilton, New Zealand

BBC Technologies is a leading global manufacturer and supplier of high-tech vision sorting and packing solutions. Come visit our booth and see our new Fill By Weight machine, it is able to accurately fill clamshells, punnets, cups, boxes and bags making it an incredibly versatile packing machine.



Booth #1154
MISSISSIPPI SWEET POTATO COUNCIL
Vardaman, MS

We have the sweet potatoes you have been looking for. Sweet potatoes that will satisfy your customers. Check us out at the show.



Booth #1267
YAKIMA FRESH
Yakima, WA

Our growing, packing and shipping experience reaches back to the 1900s. Yakima Fresh is a partnership between three of the most successful Northwest growers: Roche, Stadelman & Yakima Fruit. Yakima Fresh is your source for all your Northwest Apple, Pear & Cherry needs.



Booth #1442
AG-PAK INC.
Gasport, NY

Ag-Pak has proudly supplied industry leading produce packaging equipment for 50 years. We have a committed team focused on supplying the best products with the best service. We offer weighing, bagging, optical sorting, and polishing equipment from the world's best manufacturers, featuring NEWTEC. Visit our booth to find out more.



Booth #1102
SAGE FRUIT COMPANY
Yakima, WA

Sage Fruit Company is a high quality grower/shipper of Washington State Apples, Pears and Cherries. We specialize in Marketing Programs to drive extra sales for our customers.



Booth #1172
SAMBAZON
San Clemente, CA

At Sambazon we believe your purchase has the power to positively change your health and the health of the world. That's why we handcraft USDA Organic and Non-GMO Project Verified juices, smoothies and frozen treats from ethically sourced, fair-trade Amazon superfoods like açai. Find where to buy at sambazon.com/locator.



CPMA ACDFL

Booth #1274
CANADIAN PRODUCE MARKETING ASSOCIATION
Ottawa, ON

CPMA represents Canadian and international companies that are active in the marketing of fresh fruits and fresh vegetables in Canada from the farm gate to the dinner plate. Visit cpma.ca to see how our new initiative Half Your Plate can work for you.

Booth #1483
NATURE'S JOY
Fresno, CA

Nature's Joy supplies branded, quality California grown pistachios and almonds to the retail market as the domestic marketing arm of Primex Farms, the world's third largest pistachio processor. The combination of Nature's Joy wholesale and retail experience and Primex' vertical integration of growing, processing and packing provides the foundation for our mutual success.



Booth #1110
TOMRA SORTING, ODENBERG & BEST
West Sacramento, CA

TOMRA Sorting, ODENBERG & BEST, is the preferred supplier of sorting, peeling and process analytics solutions for a wide range of applications such as vegetables, dried fruit, potatoes, lettuce, nuts, meat and seafood. TOMRA Sorting offers an integrated approach to maximize yield, optimize production flow and support consistent high-quality output.



Booth #1210
TO-JO
Avondale, PA

A family-owned and -operated grower/shipper offering a full line of fresh and prepared mushrooms. To-Jo actively collaborates with its customers by providing extensive category management, sales support, and customized product development. Stop by our booth to learn how To-Jo can help grow your mushroom business.



Booth #1289
TURNER CONSULTING/WARESYS
Castle Rock, CO

Turner Consulting/WareSys are full-service warehouse solutions companies specializing in warehouse design and layout, space optimization, operational logistics, process and procedure change, temperature monitoring, technology implementation, training, food safety, equipment acquisition, and construction management. We can help your company be more productive, efficient, profitable, and regulatory compliant.



Booth #1532
GREAT LAKES INTERNATIONAL TRADING
Traverse City, MI

Great Lakes International Trading has been specializing in premium quality dried fruits, nuts, and edible seeds for over 30 years. Stop by our booth to check out our newest item, Turkish Tapas, in a variety of flavors including Dried Fig & Walnut and Dried Apricot & Almond.



Booth #1138
CARLSON AIRFLO
Brooklyn Park, MN

Carlson AirFlo introduces a new, revolutionary merchandising solution AirShelf. Maximize valuable retail space with sleek, ultra-thin shelf that enhances vertical merchandising space. Increased product visibility with a profile that shows the most product visibility per 4-foot section. Ease of Installation with the lightest shelf available on the market. See AirFlo's new merchandising concepts at carlson-airflo.com; 800-999-9399.



Booth #1250
WINDSET FARMS
Delta, BC

Named the World's Best Tomato Grower during the 2014 Tomato Inspiration Event this past March, Windset Farms has become one of the largest growers and marketers of greenhouse produce in North America.



Booth #1289
ARCO NATIONAL CONSTRUCTION
St Louis, MO

ARCO National Construction is a full-service design/build general contractor with over 20 years of experience providing clients with complete project delivery throughout the United States. Our professional, qualified team of engineers, project managers, superintendents and architects are capable of designing and building the most demanding projects anywhere in the country.



aisle 1400

aisle 1500

**Booth #1538
CHURCH BROTHERS**
Salinas, CA

Know Your Food, Know Your Farmer. Church Brothers, LLC is a family-owned and-operated farming company in Salinas, California. We are a fully integrated grower, shipper and processor between ourselves and our processing plant True Leaf Farms. Our new items include Heirloom Spinach, Rainbow Kale, Power Kale Mix, and Sandwich Leaves.



**Booth #1538
IPPOLITO PRODUCE**
Salinas, CA

Located in the Grower Shipper Association of Central California Pavilion, visit North America's largest Brussels Sprouts grower/shipper, and let's talk about getting your company on a year-round Brussels sprout program. We also offer a full line of vegetables, including artichokes (including a unique microwaveable pack), iceberg, broccoli, cauliflower, romaine hearts, green onions, leaf lettuces, asparagus and specialty vegetables.

Ippolito
Fruit & Produce Limited

**Booth #1538
MANN PACKING CO**
Salinas, CA

Mann Packing is the industry leading, third-generation supplier of premium fresh vegetables, including commodity products and fresh vegetable mixes, trays, dishes and salads. Mann is celebrating its 75th anniversary in 2014.



**Booth #1538
STEINBECK COUNTRY PRODUCE**
Spreckels, CA

Steinbeck Country Produce is a third-generation family-owned grower/packer/shipper of premium fresh produce. Operated by the Huntington Family and headquartered in Salinas, California, we proudly market our vegetables and strawberries under the "Nature's Reward" label year-round. Stop by our booth, which is located in the Grower Shipper Association of Central California Pavilion, and let's talk about how we can help grow your business.

**Booth #1575
AMC DIRECT**
Glassboro, NJ

AMC North America is comprised of AMC Fazio, AMC Direct and AMC Canada. Proud subsidiaries of the AMC Group. We specialize in import and domestic fruit in North America and around the world. Please stop by our booth to learn more about the exciting changes happening this season.



**Booth #1578
LINKFRESH INC**
Ventura, CA

LINKFRESH is a leading I.T. consultancy group, Microsoft Gold Partner and provider of Microsoft Dynamics ERP solutions. LINKFRESH ERP delivers produce-specific inventory control and traceability solutions across the entire food supply chain and helps balance supply and demand in real-time. LINKFRESH ERP is now available for Microsoft Dynamics NAV and AX.



**Booth #1602
MICHIGAN APPLE COMMITTEE**
Lansing, MI

Michigan Apple Committee is a grower-funded organization implementing marketing, education and research to differentiate Michigan-grown apples locally and globally. Michigan is the third largest apple-producing state in the nation. MichiganApples.com



**Booth #1634
BABÉ FARMS**
Santa Maria, CA

Babé Farms is a one-stop-shop farmers market of variety. Located in Santa Maria, California, Babé Farms boasts a year-round harvest of colorful specialty vegetables. Family owned and operated, Babé Farms is the premier label top chefs and fine retailers look to for their specialty vegetable needs.



aisle 1800

**Booth # 1812, 1910, 1922, 2002,
2014, 2023, 2026, 2212, 2222**
MEXBEST

Don't miss the opportunity to meet about 200 producers who offer the best quality and safe produce. Mexican producers are a trusted partner in the food supply chain to the highly sophisticated U.S. market. See it and taste it for yourself. We are located in the Mexico Pavilion.



Driscoll's
ONLY THE FINEST BERRIES™

**Booth #1826
DRISCOLL'S**
Watsonville, CA

Only the finest berries are packed under the Driscoll's brand. Continually delighting berry consumers with year round availability of conventional and organic strawberries, blueberries, raspberries and blackberries. For over 100 years, the Driscoll's brand has been trusted and recognized for superior quality.

**Booth #1839
CHRISTOPHER RANCH**
Gilroy, CA

All Garlic Is Not Created Equal. Christopher Ranch is the U.S.'s largest grower, packer and shipper of California Garlic. Grown since 1956, from carefully selected seed to preserve exceptional flavor, consistency and quality. Produced with GAP, GMP, HACCP, USDA and FDA inspections. Available in a variety of sizes, packs, colorful boxes.



**Booth #1845
HMC FARMS**
Kingsburg, CA

HMC Farms has been a family operation for five generations. HMC grows, packs and ships peaches, plums, nectarines, summer whites, table grapes and value added grapes. Check out our newest venture, the 20-ounce resealable destemmed grape pouch.



**Booth #1846
MISSION PRODUCE**
Oxnard, CA

Mission Produce is a global packer, grower, importer and distributor of avocados. Our ripening and distribution centers in California, Denver, Chicago, New Jersey, Atlanta, Dallas, Seattle and Toronto, enable just-in-time delivery to customers nationwide. Headquartered in Oxnard, California, Mission has operations in Mexico, Peru, New Zealand and Chile. Mission is also a distributor for Frontera Guacamole mixes made famous by celebrity chef, Rick Bayless.



**Booth #1853
CROWLEY/CUSTOMIZED
BROKERS WORLDWIDE**
Medley, FL

Let us show you how fast and efficiently we can move your perishables through the U.S. import process. Crowley and Customized Brokers offer the comprehensive services you need, including ocean and trucking transportation, customs clearance, warehousing, compliance consulting, and more to get your perishables from field to table. Visit our booth for more information.



**Booth #1855
CENTRAL AMERICAN PRODUCE**
Pompano Beach, FL

Central American Produce is introducing CAPCO label mangos from Brazil and Ecuador. CAPCO mangos have an eye-catching, display ready box and PLU sticker, as well as a QR code on each box that links to nutrition information and easy recipes. Count on Central American Produce to offer outstanding tropical fruit, melons, hard squash and vegetables.



Booth #1874

**DULCINEA FARMS
PACIFIC TRELLIS FRUIT**
Ladera Ranch, CA

Pacific Trellis Fruit proudly announces the addition of Dulcinea Farms to its family. Dulcinea's unrivaled quality product and Pacific Trellis Fruit's strong exclusive partnerships with growers around the globe make them a powerful combination. By joining resources, they will lead the industry in delivering the best tasting fruit and the freshest produce that consumers love year-round. Dulcinea Farms and Pacific Trellis Fruit ... "Growing Together."



AISLE 1900

**Booth #1906
MIXTEC GROUP**
Glendale, CA

MIXTEC Group is the No. 1 executive search firm in Produce. Since 1984, we assisted successful companies in agribusiness recruit and hire top talent for their senior-level executive positions. We have successfully completed search assignments, leadership consulting and human capital management services for the "who's who" of the industry with a level of expertise that is unequalled in the retained executive search business. Stop by our booth and help us celebrate our 30th year in business.



Booth #1940

ALLIANCE RUBBER COMPANY
Salinas, CA

Alliance Rubber Company, the largest rubber band manufacturer in the country is announcing plans to invest in new state of the art digital printing equipment for rubber bands.



**Booth #1944
SILVER CREEK SOFTWARE**
Boise, ID

Visual Produce accounting software for wholesalers, distributors, packers, brokers and growers with customer menus, contract pricing, lot control, route accounting, landed cost, EDI, online ordering and electronic signature capture delivery tracking. Silvercreek.com; 208-388-4555.

Booth #1950

SUNLIGHT INTERNATIONAL
Delano, CA

Sunlight International Sales Inc., a progressive packer and shipper of premium California table grapes grown by JP Dulcich & Sons, distinguish themselves by delivering the finest table grapes in the world with eye-catching brands. Home of the Pretty Lady Brand, Sunlight incorporates a series of seasonally fun merchandising programs.



AISLE 2000

**Booth #2038
SUNKIST**
Sherman Oaks, CA

Sunkist offers more than 40 varieties of premium quality, fresh citrus year-round including oranges, lemons, specialties and organics. With thousands of grower members in California and Arizona, the Sunkist cooperative reflects the values and legacy of its 120-year history: multi-generational family farmers committed to growing the highest quality citrus, being responsible stewards of their land and dedicating themselves to innovation.



**Booth #2045
TANIMURE & ANTLE**
Salinas, CA

Tanimura & Antle is a grower/shipper of traditionally bred and sustainably grown natural fresh vegetables that are field-packed for freshness. Pioneers of artisan farmed vegetables and the new George T's Special Colossal Romaine Heart. Choose Tanimura & Antle for the family farm that you can count on for unparalleled quality and customer service every day.



**Booth #2068
TRULY GOOD FOODS**
Charlotte, NC

Truly Good Foods specializes in the production of premium snack mixes, nuts/seeds, dried fruits and offer bulk/packaged candies, spices and unique holiday gift items. Packaging concepts focus on freshness and convenience. Some of our featured brands include Buffalo Nuts, ReCharge natural mixes, and Dip & Devour dipping chocolates.



Booth #2082

SUNVIEW MARKETING INTERNATIONAL
Delano, CA

Sunview Marketing International is a grower of premium California table grapes and raisins. We ship domestically and to countries around the world. Come by to see our new exciting proprietary varieties and talk about how we can help you grow your sales.



**Booth #2090
CALIFORNIA SUN DRY FOODS**
Danville, CA

California Sun Dry Foods continues to produce the nation's No. 1 selling sundried tomato. Sweet, full-bodied and intensely flavored, we sun dry only the finest California grown tomatoes.



AISLE 2100

**Booth #2199
SMART FOG INC**
Reno, NV

Increase profits, enhance quality, freshness with Smart Fog non-wetting commercial humidifiers. Fully integrated food safety features, Smart Fog is ideal for cold storage, ripening room and increase yields in a greenhouse. Smart Fog is proud to exhibit a fully functioning humidification system, stop by our booth and experience the difference.



AISLE 2200

**Booth #2232
TOM LANGE FAMILY OF COMPANIES**
Springfield, IL

Visit the Tom Lange Family of Companies booth where we will be showcasing our newest fresh-cut product, Actual Produce. Come see what other exciting news Tom Lange will be announcing at this year's PMA Fresh Summit.



Booth #2240

OCEAN MIST FARMS
Castroville, CA

It's Ocean Mist Farms' 90th anniversary. The fourth generation family, grower-owned company was founded in 1924 by Italian immigrants in Northern California. Today the company grows 30 plus vegetables in CA, AZ and Mexico and will debut its Heirloom artichoke variety and Sweet Baby Broccoli, Lacinato Kale & Kalettes.

AISLE 2300

**Booth #2354
CHANTLER PACKAGING**
Mississauga, ON

Chantler Packaging Inc., a Toronto-based manufacturer of flexible packaging has supplied the produce and food industry with innovative packaging solutions since 1930. CPI offers a wide range of custom printed bags, pouches and roll stock to meet your packaging and marketing goals with products such as PrimePro MAP and EnduroPouch.



Booth #2396

FRESKA MANGOS
Oxnard, CA

Freska Produce International, LLC was formed in 2004 with the intention of providing our customers with the "World's Finest Mangos" 365 days per year. To do this we procured the best growers around the world in Brazil, Ecuador, Peru and Mexico. Freska is always thrilled at the opportunity to attend and exhibit at the 2014 PMA Fresh Summit. We hope to demonstrate to potential customers, mutual friends and progressive like-minded companies our intent to bring high quality, food safety conscious and nutritious mangos to the marketplace.





AISLE 2400

Booth #2402
THE VOLM COMPANIES, INC

Antigo, WI
Volm is on the move. We've moved to a new location at the entrance where we'll present a new booth, new packaging concepts, and let's just say something else will be moving that will surely draw a crowd. Visit us to learn more about the total facility solutions we provide.



Booth #2427
EDIBLE SOFTWARE

Houston, TX
Edible Software is excited to showcase our Pick and Load Module, EDI Module, Online Order Entry Module, and Pallet Charge. Trevor (CEO), Charles (VP), and Chris will offer one on one business consultations during and after the show. Edible Scan document imaging will be offered as a trade show incentive.



Booth #2430
DUDA FARM FRESH

Oviedo, FL
With nearly 90 years of experience, Duda Farm Fresh Foods is the largest grower and processor of celery in the United States and around the world. Duda's fresh-cut celery, value-added radish products and citrus are marketed under the Dandy® brand and sold and served in retail and food service establishments year round.



Booth #2433
POMPEII

Longview, TX
New things are happening at Pompeii 100% Juice. We now offer our 100 percent lemon or lime juice in a new 13-ounce size. And our newest addition to the Pompeii family, Produce Enhancer Seasoning Mix, comes in a variety of flavors. All our products are proudly made in the USA.



Fresh Summit International Convention & Exposition October 17-19, 2014 Anaheim Convention Center, Anaheim, CA



Booth # 2446

ARGENTINA

Capital Federal, Buenos Aires

Come to Argentina's booth and make your off-season business by meeting Argentine growers and exporters of fresh pears, apples, blueberries, cherries and organics.



Booth #2494

WEST PAK AVOCADO, INC.

Murrieta, CA

We invite you to stop by to learn about our company history, our dedication to quality, innovation, and service, as well as our new 115,000-square-foot facility in Murrieta, CA, and our distribution and ripening centers across the U.S. Visit us to see how we evolved from humble Fallbrook, CA, beginnings to an industry leading grower, packer, and shipper of quality avocados.



AISLE 2500

Booth #2598

COMPU-TECH, INC.

East Wenatchee, WA

Compu-Tech, Inc. has served the agribusiness industry as a software provider since 1974. We offer fully-integrated, ERP accounting and business software solutions.



AISLE 2600

Booth #2602

BOSKOVICH FARMS

Oxnard, CA

When it comes to mixed vegetables, Boskovich Farms has a history of the freshest quality and consistent supply. Come see our newest products and packaging options, including our expanding lineup of organic vegetables. At Boskovich Farms, we believe when

you start with the best, everything else just falls into place.



Booth #2633
QA SUPPLIES LLC
Norfolk, VA

We would like to announce the QA-R Digital Refractometer. The smallest digital refractometer available, it easily fits in your pocket for readings. The New Standard by which all other digital handhelds will be measured.



Booth #2635
RED RIVER VALLEY POTATOES
East Grand Forks, MN

The Red River Valley of North Dakota and Minnesota is the largest red potato producing region in the United States. The 24,000 fertile acres of Red River Valley soil are irrigated by prairie rains to produce some of the best tasting potatoes in the world — potatoes that truly have “Nature’s Flavor.” Redpotatoes.net.



Booth #2702
WELL-PICT BERRIES
Watsonville, CA

Well-Pict provides proprietary strawberries year-round and premium raspberries spring through fall. Well-Pict uses non-GMO, natural cross-pollination and select plant breeding to provide distinct taste, flavor, aroma, color and shine. As an industry leader, Well-Pict prides itself on integrating sustainable and environmentally friendly practices in growing premium berries.



Booth # 2710
SETTON FARMS
Commack, NY

Producer of “America’s Best Tasting Pistachios,” Setton Farms offers a full-line of California pistachios and proudly features 100 percent all natural pistachio chewy bites with whole pistachios, cranberries and agave nectar.



Booth #2714
RED JACKET ORCHARDS
Geneva, NY

Nestled among the Finger Lakes of New York State, Red Jacket Orchards and the Nicholson family have mastered the art of harvesting premium apples and summer fruits, including the largest Apricot Orchard on the East Coast.



Booth #2812
LITEHOUSE FOODS
Sandpoint, ID

Litehouse Foods, the nation’s premier salad dressing, dip, herb and cheese company, has been making delicious, high-quality products for over 50 years. See what’s new at our booth: Opadipity Greek yogurt dips, OPA Greek yogurt dressing extensions, mint Instantly Fresh Herbs, and an innovation that’s sure to be a hit.



Booth #2830
FRIEDA'S SPECIALTY PRODUCE
Los Alamitos, CA

“Eat One Fruit a Day that Scares You.” Family- and women-owned, Frieda’s mission is to change the way America eats fruits and vegetables. Frieda’s markets and distributes more than 600 different varieties of fruits, vegetables, and gourmet items to supermarkets, foodservice, and wholesale distributors.



Booth #2838
PEAR BUREAU NORTHWEST
Portland, OR

Become a fresh pear pro. Learn about the many varieties of pears and engage in new merchandising opportunities. Discover why USA Pears are a fresh choice for produce departments throughout the year.



Booth #2849
KEENAN FARMS
Avenal, CA

Headquartered in Avenal, CA, Keenan Farms is located in California’s agriculturally abundant San Joaquin Valley. For more than 40 years, Keenan has offered premium pistachios and focuses on building long-term partnerships to support growing pistachio demand. Visit our booth and sample the great tasting, nutritionally abundant nut today’s consumer is searching for.



Booth #2853
KINGS RIVER PACKING
Sanger, CA

Kings River Packing, a family-owned grower/packer/shipper, owned by the Hazelton family, for over six generations a pioneer in Central California citrus. Since 1876, when William Hazelton grew the very first orange trees in Fresno County, the family built a legacy of superior fruit, unsurpassed flavor and stewardship of the land.



Booth #2887
SHANLEY FARMS
Morro Bay, CA

Gator Eggs are taking the nation by storm. Consumers love the option of mini avocados because it is the perfect amount for one sandwich, one salad, or one snack.



Booth #2888
RPE, INC
Bancroft, WI

RPE and Taste-ful Selections are continuing their partnership with Chef Joey Elenterio, a rising star in the Bay Area, CA, culinary scene. Stop by our booth to see Chef Elenterio’s live chef demos and hear the latest news from RPE and their brands, including Taste-ful Selections and Old Oak Farms.



Booth # 2916
FOWLER FARMS
Wolcott, NY

The Fowler family has been producing quality apples since 1858. Our progressive approach to apple growing and packing helps us excel in the apple industry. Stop by our booth to celebrate with us our 25 years as a PMA exhibitor. Sample some apples and cider. Taste the Sweetango. Your taste buds will dance.



Booth #2922
DEVINE ORGANICS
Fresno, CA

Devine Organics grows and markets many organic commodities, all certified through CCOF and USDA Organic. They also offer conventionally grown asparagus and blueberries under their Double D Farms brand. Whether it is “Devine Organics” or “Double D Farms,” rest assured of their commitment to delivering the healthiest and safest produce.



Booth #2933
NORTHWEST CHERRY GROWERS
Yakima, WA

Want to better understand your fresh cherry category performance? Interested in the new researched-based Best Practices? Feel you could do more with the No. 1 dollar-per-square-foot item each July? Stop by our booth to learn how you can increase the power of healthy, sweet cherries in your stores.



Booth #2940
SENSITECH INC.
Beverly, MA

A leading provider of Cold Chain Visibility Solutions for the Food Industry, Sensitech Inc., tracks and monitors assets across the supply chain protecting temperature-sensitive products.



Booth #2981
ATLAS PRODUCE & DIST., INC.
Bakersfield, CA

Atlas Produce & Dist., Inc. Shipper of the popular Caramel Naturel Medjool Dates, Date Coconut Rolls, Date Almond Rolls, and Jumbo Dried Grapes. Visit our booth to taste the amazing flavor of Caramel Naturel.



Booth #2986
BEACHSIDE PRODUCE, LLC
Guadalupe, CA

Headquartered in Guadalupe, CA, Beachside Produce, LLC is a year-round grower/shipper, and one of the leading producers and marketers of commodity packed broccoli in the U.S. In addition to numerous grown commodities, Beachside Produce provides a full line of vegetable consolidation for its customer base. Please visit us at our booth and see what we bring "From our Family Farm ... to your Family's Table."



AISLE 3000

Booth #3002
THE OPPENHEIMER GROUP
Coquitlam, BC

Oppy, Total Produce and members of our grower family along with a few surprise special guests will showcase our full spectrum of fresh offerings from throughout the world. Join us for a refreshing beverage and a look at our latest products and packaging innovations. Want to eat brighter? We'll show you how.

Expect the world from us™

Booth #3012
Sakata Seed America
Morgan Hill, CA

Infinite Gold-This LSL melon has been bred for strong performance and long shelf life, without sacrificing great flavor and fruit quality. In fact, a third-party sensory analysis panel rated Infinite Gold higher in flavor and quality attributes than the leading competition. Plus, Infinite Gold offers strong vines, high yield potential and uniform size and shape.



Booth #3016
HOLLANDIA PRODUCE, L.P.
Carpinteria, CA

Live Gourmet and Grower Pete's hydroponically grown living lettuces and leafy greens by Hollandia Produce, L.P. Experience the difference freshness can make.

Booth #3020
PROPHET NORTH AMERICA
Bakersfield, CA

Many of the world's leading growers, distributors, and processors rely on Prophet software to support the management of their businesses. With offices on three continents, Prophet is a global player with local roots.



Booth #3023
SAN MIGUEL PRODUCE
Oxnard, CA

Looking for kale in all the wrong places? Look no more. San Miguel Produce, the focused, innovative, sustainable family farm, is introducing a packaging redesign for its cornerstone brand, Cut 'N Clean Greens.



Booth #3038
SEALD SWEET
Vero Beach, FL

Seald Sweet is a leading supplier of the full citrus category and other fresh produce such as apples, grapes, pears, and more, and is a member of the UNIVEG Group of companies



Booth #3075
TRITON INTERNATIONAL ENTERPRISE
Springfield, VA

Triton is a flexible packaging supplier to the food-manufacturing sector with an emphasis on the fresh-cut produce industry. We specialize in supplying lidding films in clear or printed formats with features such as laser perforation, anti-fog treatment, and peel and re-seal for APET, CPET, PP, PS and other trays.



Booth #3084
CRUNCH PAK
Cashmere, WA

Visit the slice apple specialist, Crunch Pak, for the freshest in slice apple products including award-winning Dipper Z, FlavorZ and Marvel Snackers.



AISLE 3100

Booth #3102
SAMBRAILO PACKAGING
Watsonville, CA

Introducing Go Greener! clamshells for organic berries. Instantly recognizable with organic consumers. Go Greener! clamshells are made with 100 percent post-consumer recycled plastic from green and clear beverage bottles. The film labels and water-soluble adhesive also comply with FDA and Canadian regulations for recyclability, making these the first truly 100 percent recyclable clamshells on the market.



Booth #3108
WHOLESUM FAMILY FARMS
Nogales, AZ

Featuring delicious organic recipes and a line of certified Fair Trade and organically grown Wholesum Harvest Veggies, Wholesum Family Farms, would like to meet with you.



Booth #3148
NATURIFE FARMS, LLC
Salinas, CA

Naturipe is an industry leader in producing healthy and delicious fresh berries and value-added berry products. With our wide selection, commitment to quality and food safety, year-around availability and a focus on innovation, Naturipe is perfectly suited to be your Total Berry Solution.

Booth #3178
DEL MONTE FOODS
Walnut Creek, CA

Fresh Del Monte offers retailers and foodservice operators an array of innovative solutions to address the changing tastes and lifestyle needs of today's consumers. Our extensive distribution network allows just-in-time deliveries of our premium quality fresh products to your doorstep.



AISLE 3200

**Booth #3203
PRODUCE BUSINESS**
Boca Raton, FL

PRODUCE BUSINESS is where industry leaders turn for information, insight and understanding. With today's media clamoring for instant news, PRODUCE BUSINESS helps you put it all into perspective. Editor-in-Chief Jim Prevor, whose work also appears online at PerishablePundit.com, will be at our booth. Stop by and learn about our online news site, PerishableNews.com, and our tradeshows, The New York Produce Show and Conference and The London Produce Show and Conference.



**Booth #3202
PERISHABLENEWS.COM**

Visit our booth to sign up for a free subscription to PerishableNews.com, the first news site written exclusively for the entire perishables arena. Be among the growing list of subscribers who get instant, daily or weekly e-mailed announcements.



**Booth #3202
PERISHABLE PUNDIT**

There is nothing quite like Jim Prevor's Perishable Pundit. Access the Pundit at Perishablepundit.com and see for yourself. Or come by our booth and meet Jim Prevor and the whole staff.

**Booth #3208
MARCO COMPANY**
Fort Worth, TX

Marco is pleased to introduce a new product line of Refrigerated Spot Merchandisers. Select from six sizes of Dual Temp Merchandisers that can be adjusted to display chilled or frozen products. Merchandisers can also be branded with your store or product logo.



**Booth #3254
GIRO PACK, INC.**
Vidalia, GA

Giro Pack, Inc. just released the new Window UltraBag to give even more attractiveness to the mesh packaging. The window allows creativity through different window shapes and allows product to be the focal point. Window Ultrabag can be utilized by current bagger without new investments on machinery.



**Booth #3302
TURBANA CORPORATION**
Coral Gables, FL

Turbana Corporation is a leading importer of tropical produce in North America, including bananas, plantains, pineapples, and ethnic tropicals.

Turbana was the first organization to bring Fair Trade Certified bananas to North America.



**Booth #3316
LGS SPECIALTY SALES**
New Rochelle, NY

LGS is your year-round source for premium produce from around the world. Our core group of commodities includes Hass avocados, Clementines, and other citrus, grapes apples, pears and stone fruit. We offer a variety of innovative and attractive new packages and pallet configurations to fit the needs of different retailers and family groups.



See our ad on page 90.

**Booth #3386
ITAUEIRA REI MELONS**
Fortaleza-Ceara-Brazil

Itaueira is a family-own company that grows the most delicious Canary Yellow melons in Brazil. Exported to North America since 2008, the melons now come with a new, traceable, QR code. The company will be serving samples, to prove in loco their sweetness and amazing taste to all visitors and showing the new traceability system fruit by fruit.



**Booth #3430
FRESH SOLUTIONS NETWORK**
San Francisco, CA

Fresh Solutions Network partners grow a complete assortment of potatoes and onions to delight your shoppers. Network partners include: Basin Gold Cooperative, Fresh Solution Farms, Green Thumb Farms, Keystone Potato Products, Michael Family Farms, NoKota Packers, Red Isle Produce Company, Sterman Masser Potato Farms, Sun-Glo of Idaho.



**Booth #3433
PRODUCE PRO SOFTWARE**
Woodridge, IL

Produce Pro Software, software built by the produce industry, provides its distributors, processors and grower/packer/shippers with real-time inventory control, sales, warehouse, accounting, reporting, and traceability functionality.



**Booth #3438
WASHINGTON STATE
PRODUCE PAVILION**
Moses Lake, WA

Ideal combination of sun, natural water sources and mineral-rich soil make Washington state home to the world's most productive potato fields. From Reds to Russets to Fingerlings and more make sure you visit our booth to learn what sets Washington state potatoes apart.



AISLE 3500

**Booth #3570
LAKESIDE ORGANIC GARDENS**
Watsonville, CA

Lakeside Organic Gardens is the largest family-owned and operated solely organic vegetable grower/shipper in the USA. Producing over 45 commodities, we are 100 percent committed to being organically grown in California.



**Booth #3630
ROYAL ROSE LLC**
Salinas, CA

Stop by our booth to learn more about Royal Rose LLC's recent superfood certification, and our extensive line of nutrition-packed, colorful, chicories. Royal Rose's commodity line brings innovation to the bagged salad category; our unique retail packaging options provide solutions for the produce aisle. See company president, Dennis Donohue, and his sales team at the show to work on a product combination that's right for your current retail and promotion needs.



AISLE 3700

**Booth #3702
DOMEX SUPERFRESH GROWERS**
Yakima, WA

Domex Superfresh Growers is a leading grower and shipper of apples, pears, cherries and apricots from the Pacific Northwest. Visit our booth to taste and learn more about our proprietary apple variety Autumn Glory. It's sweet, firm flesh and subtle "cinnamon" flavor will drive interest and traffic in your department.



REFRESHING IDEAS.

SAY HELLO TO THE FUTURE AT FRESH SUMMIT.

TAKE YOUR PLACE AT THE GLOBAL PRODUCE INDUSTRY'S
HOME FOR INNOVATION.

With more than 20,000 attendees and 1,000+ exhibitors from over 60 countries, Fresh Summit is a must-attend event. It's your chance to share ideas with global industry executives, technology trailblazers and buyers from every link of the supply chain.

And it's your best opportunity to connect to the people and innovations shaping the future of our industry.

OCTOBER 17-19, 2014 | ANAHEIM, CALIFORNIA USA



REGISTER TODAY AND SAY HELLO
TO THE FUTURE.

FRESHSUMMIT.COM | #FRESHSUMMIT


FRESH SUMMIT
CONVENTION + EXPO

dPRODUCE MAN
Software for the Produce Industry

Booth #3738
dPRODUCE MAN SOFTWARE
Half Moon Bay, CA

Come and see our newest cloud-based dProduce Man Software. Work from anywhere you connect to internet. Use any device: iPad, smart phone, laptop, desktop etc.

Booth #3984
KING FRESH PRODUCE, LLC
Dinuba, CA

Farming with pride for over 80 years, King Fresh Produce is a vertically integrated company based in Central California with satellite offices in Kansas City, MO and Yakima, WA, offering a wide variety of fresh fruit and vegetables, specializing in Grapes, Citrus, Pomegranates, Tree Fruit, Kiwi Fruit, & Cherries.



Booth #4200
CMI
Wenatchee, WA

Over the last 25 plus years, CMI has steadily grown into one of Washington State's largest apple, pear and cherry shipper and grower and continues to be a pioneer in new varieties, sustainability, creative packaging and growing technologies



Booth #4342
CONTINENTAL FLOWERS
Miami, FL

Meet the Continental Flowers team dedicated to finding profitable solutions for your fresh cut floral programs. As a grower since 1974, Continental Flowers has a full service floral offering with industry-renowned premium products and dependability. Come sit down with us and let's start something



Booth #3802

THERMAL TECHNOLOGIES, INC.
Blythewood, SC

Thermal Tech is the leading provider of produce ripening rooms in North America. Our patented TarpLess design ripens over 70 percent of all bananas processed across the US, Canada and Mexico over 100 million pounds a day and growing. Fruit looks better, lasts longer and weighs more with guaranteed uniformity in every box.



Booth #4003

RIVERIDGE PRODUCE MARKETING
Sparta, MI

Riveridge Produce Marketing is a grower, packer, shipper, exporter of family-grown Michigan apples. Riveridge is on the cutting edge of new packaging with new apple clams and pouch bags.



PAKSENSE

Booth #4219
PAKSENSE
Boise, ID

Unique solutions from PakSense help monitor the condition of perishable goods through the supply chain. We help our customers ensure that only the freshest and safest products reach consumers.

Booth #4346
POTTER INC
Bryan, OH

Visit Potter Inc, at Booth #4346, to see our fresh new spring upgrade products. Colorful upgrade kits, beautiful hand-tied bows and corsage backings have made Potter Inc the leader in floral upgrade products, for over 35 years.



Booth #3810
NONPAREIL CORPORATION
Blackfoot, ID

For over 68 years the Nonpareil brand has brought quality and confidence to customers throughout the world. Offering a complete line of potatoes in a variety of packaging options, Nonpareil continues in the family tradition of quality and reliability to our loyal customers. Let Nonpareil supply you with the finest quality potatoes.



Booth #4086
VOLOAGRI/US AGRISEEDS
San Luis Obispo, CA

VoloAgri Group, Inc. invests in the global vegetable seed industry. Our focus is on world-class plant breeding and plant genetics, including all major species of vegetables. We apply the latest hybrid breeding technologies to improve agricultural results and foster sustainable agricultural practices.



Booth #4250
MICKY'S MINIS
Millstadt, IL

Micky's Minis is introducing our new line of miniature plants, we call "Mini Jewels." Mini Jewels are miniature Succulents, or Tillandsia in colorful, round glass votive, planted in natural rocks, sitting in an attractive carton. The carton enhances its shelf presence at retail, plus protects the plants for the consumer.



Booth #4378
WORLD CLASS FLOWERS
Egg Harbor City, NJ

Grower
Planner
Market
Innovator
Let WCF create your next winning program.

Booth #3928

B&W GOURMET FARMS
Fellsmere, FL

B&W Gourmet Farms offers premium packs of 'distinctive baby leaves', including watercress, red watercress, wild baby arugula, and soon introducing a premium baby spinach foodservice pack. It's all about the flavor.



Booth #4087
USDA NATIONAL AGRICULTURAL STATISTICS SERVICE
Washington, DC

Stop by our booth to learn all about the numbers behind U.S. organic and conventional agriculture production. With more than 400 reports published annually, we always have new agriculture statistics for you. At our booth, you can also learn more about upcoming reports detailing U.S. horticulture and specialty crops production.



Booth #4302

GRÄPPLE FRUITS, LLC
Wenatchee, WA

Grapple brand apples reaches customers with a new taste and flavor. Try one of the latest juicy, crispy, up-and-coming gourmet Grapple brand apples at Grapple Fruits' booth.



aisle 4400

**Booth #4455
SILVER VASE
Homestead, FL**

For over 25 years, Silver Vase has grown orchids and bromeliads with uncompromising quality and unmatched innovation. As leaders in the industry, we "shaped" the orchid category into market leading ideas. Our award-winning creations will be the "wow" factor of any plant and floral program.



**Booth #4457
SANUVOX UV STERILIZATION
Saint Laurent, QC**

FoodSafe UV Sterilizers are safe and versatile disinfection systems for surface, packaging and conveyors designed to irradiate produce with UVC germicidal light. The systems are effective in destroying surface contamination extending shelf-life. Seconds of exposure can achieve a 99.999 percent destruction of bio-contaminants that are problematic in the food industry.



**Booth #4468
SUNSHINE BOUQUET COMPANY
Miami, FL**

Always ahead of the curve with the latest trends and designs, Sunshine Bouquet continues to maintain its position as the industry leader providing customers the freshest bouquets, arrangements and consumer bunches at a great value and with unsurpassed service.



aisle 4500



**Booth #4502
HONEY BEAR TREE FRUIT CO
Wenatchee, WA**

Shippers of the finest quality Washington apples and pears. Importers and distributors of world class New Zealand apples and pears.

**Booth #4518
MARRONE BIO INNOVATIONS, INC
Davis, CA**

Marrone Bio Innovations, Inc. (MBI) is a leading provider of bio-based pest management and plant health products for agriculture. Our effective and environmentally responsible solutions help customers operate more sustainably while controlling pests, improving plant health, and increasing crop yields and quality. MBI's award-winning commercial products include the biofungicide Regalia, the bioinsecticide Grandevo, and its newest bioinsecticide Venerate. Marronebio.com.



**Booth #4528
PANORAMIC, INC.
Janesville, WI**

Panoramic is a customer-focused designer and manufacturer of custom and stock thermoformed rigid plastic products for the Food, Consumer, and Industrial markets. Come visit our booth to meet us and discuss the specific needs of your business. We look forward to meeting you.



**Booth #4572
PURE FLAVOR
Leamington, ON**

Pure Flavor brings the freshest and most flavorful products to the market while staying consumer-focused. Their new 8-ounce and 15-ounce Veggie Snack Pack is a perfect example of their commitment.



**Booth #4580
EFOOD-ERP
Portland, OR**

eFood-ERP 7.0 business software is designed for fresh produce growers, packers and shippers. eFood-ERP is packed with powerful features you need like grower settlements, traceability, PTI and quality control. It's simple to learn and easy to personalize. eFood-ERP is built on Microsoft Dynamics NAV — used by over 100,000 companies worldwide.



aisle 4600

**Booth #4619
SGS PRODUCE
Los Angeles, CA**

Family owned with three generations proudly serving retailers and distributors throughout the West. Our personal relationships with growers and retailers are the secret to our success. Come visit our family and see how we can work for you. New for 2014: Asian Department and Organic Products.



**Booth #4642
AMERICA LABEL
Quebec City, QC**

Fresh produce labeling systems with proven European technology. Complete turn-key systems. Twenty years' experience producing labels, with very high-tech equipment. Enjoy dealing with a supplier that is family-owned and small enough to have that friendly feel to it, but also big enough to handle large orders. America-label.com.



**Booth #4650
JOVY FRUIT ROLLS
City Of Industry, CA**

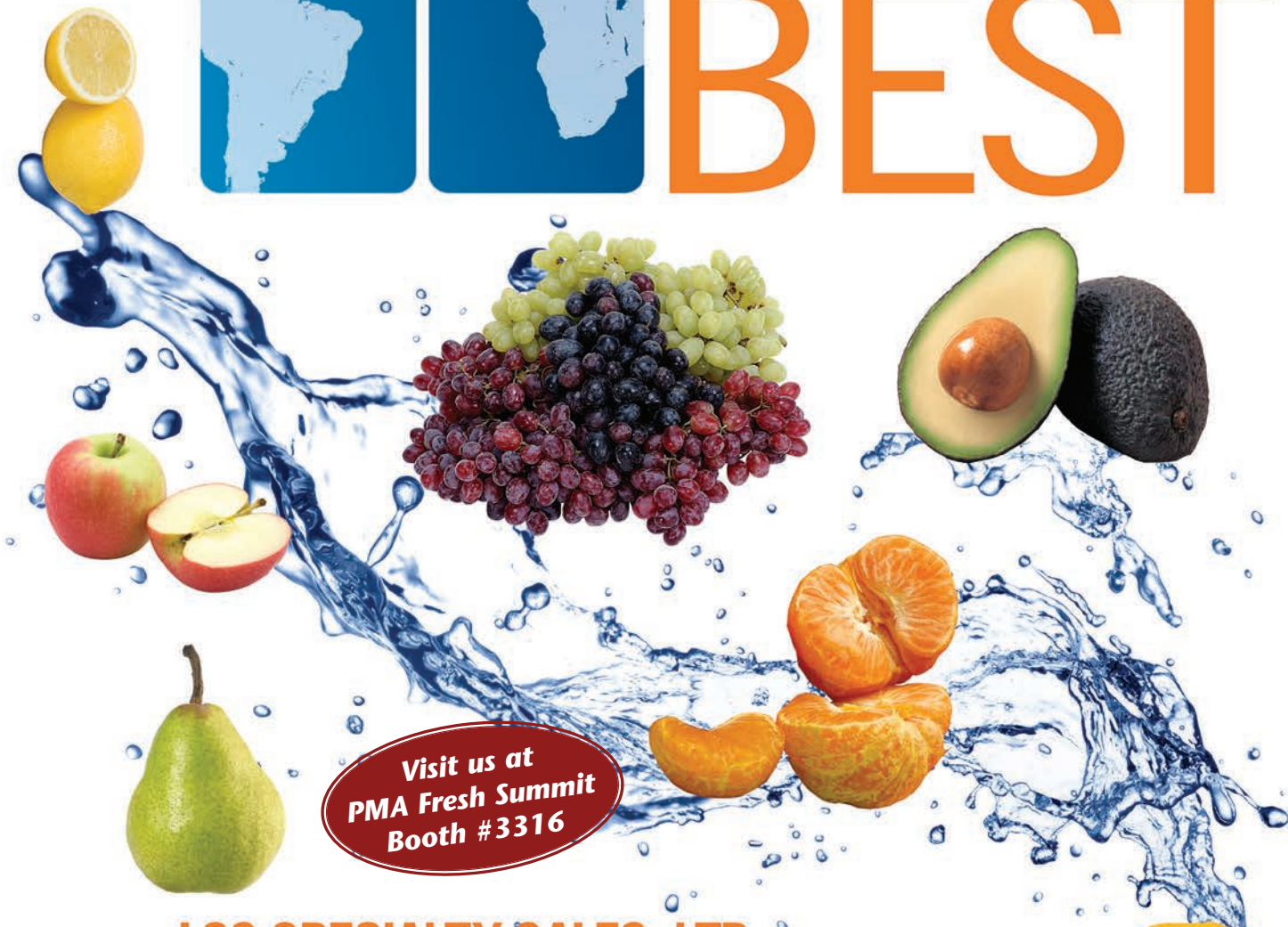
Jovy Fruit Rolls are available in nine delicious flavors. A family favorite since 1975. Suggest retail price of 50 cents to 59 cents. Highly promotable and a great impulse item.



pma
FRESH SUMMIT
CONVENTION + EXPO
FreshSummit.com | #freshsummit



LGS... BRINGING YOU THE WORLD'S BEST



Visit us at
PMA Fresh Summit
Booth #3316

LGS SPECIALTY SALES, LTD.

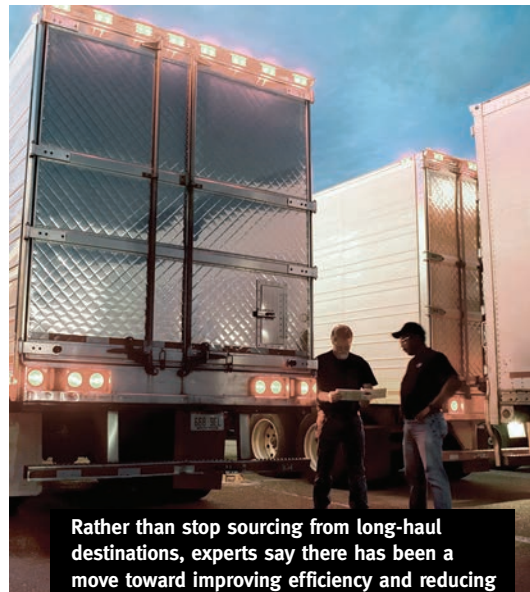
718.542.2200 • 800.796.2349 • Fax: 718.542.2354

www.lgssales.com





(L-R) PHOTOS COURTESY OF GIST AND DAMCO



Rather than stop sourcing from long-haul destinations, experts say there has been a move toward improving efficiency and reducing the environmental footprint of trucking by using bigger vehicles or by improving the aerodynamics of vehicles so they use less fuel.

Retailers Drive European Transportation Changes

Freshness, cost and the environment are shaping the future of logistics in Europe. **BY GILL MCSHANE**

Transportation providers in Europe are seeing a clear shift toward the direct sourcing of fresh fruits and vegetables as a fresher, safer, more cost-efficient and environmentally friendly approach to logistics and procurement that will ultimately allow retailers to safeguard their supply. At the same time, a growing use of alternative modes of transport and some alternative fuels are also being explored in the drive to cut costs and further reduce environmental impacts.

Local Gives Way To Global In Europe

With consumers demanding a 12-month supply of high-quality fresh produce, some of Europe's leading logistics suppliers say local sourcing has lost traction. "Five or six years ago, there was a big trend toward locally grown and a move away from long-distance sourcing, but that seems to have drifted toward seeking the overall most economic way of getting high-quality produce," explains Mike Flynn, business director at Gist, a

leading supply chain specialist in the United Kingdom that delivers perishable and chilled products to some of the biggest names in U.K. food retail.

Flynn says buying decisions in Europe have become more sophisticated since the days when food miles were viewed as bad and sourcing from local greenhouses was preferred. "There has been a move back to sourcing from where you'd most expect," he states. "There is probably still a bias toward food that is reachable by road, sea or rail versus air, but the reality is that customers want products like melons year-round, wherever they're from."

Indeed, during the past 15 to 20 years, food sourcing in Europe evolved significantly to bring in a broader selection of higher-quality produce that consumers now want to eat year-round. "Retailers realized that although they can calculate food miles, at certain times of the year they need produce from long-haul sources, and they always need bananas from Latin America or Central

America," notes Erik Osinga, global head of fresh vertical-refrigerated logistics at The Netherlands-based Damco, one of the world's leading providers of freight forwarding and supply chain management services.

"Consumers have been made aware of all the wonderful produce that they can buy, so retailers need year-round availability," he continues. "There is no way around it. Otherwise, they'd have to take the decision not to sell certain products at certain times of the year."

Alternative Methods Of Transport

Rather than stop sourcing from long-haul destinations, Flynn says there has been a move to improve efficiency and reduce the environmental footprint of trucking by using bigger vehicles or by improving the aerodynamics of vehicles in order to use less fuel, as well as improving driver management — all of which saves money. "It's a balance between getting what the customer wants as environmentally and cost-effectively as possible," he claims.

Alternative modes of transport and alter-

native fuels are being explored, too. “We are seeing moves to reduce long-haul trucking,” explains Osinga. “Retailers are more conscious of the fact that moving food by truck has an impact on the environment and costs money. Produce is also seasonal, and sometimes trucks are not available, so they’re looking to rationalize the supply chain.”

More and more, Osinga says solutions such as ocean or short sea transportation are being utilized. “Blueberries, for example, are increasingly being transported by sea from Morocco

to ports like Tilbury in the U.K.,” he notes.

From a cost perspective, concerns over the high expense of fuel are also pushing different solutions like rail. “What we’ve seen and understand is that rail will play a bigger role in the fresh produce supply chain in the future,” reveals Gary York, director of sourcing, Europe, at C.H. Robinson, an Eden Prairie, MN-based transportation and logistics services company which has been operating in Europe since 1993.

“There are some investments in this

respect, but they have been slow due to the sluggish economy in Europe over the past few years,” York continues. “But how much of an influence it will have is yet to be seen.”

In France, Flynn and Osinga note that there is already a rail connection that seems to work well between the growing regions in the south of France to markets in the north like Paris and Luxembourg.

“Rail is definitely coming, but the difficulty is that you lose quite a bit of flexibility because you have to load and unload the wagons,” states Osinga. “But the link in France allows you to drive trucks straight onto the rail wagons. They are looking to extend it to Hamburg in Germany.”

Osinga believes rail could be a good alternative to trucking throughout Europe, since it would also reduce road congestion and avoid increasingly stringent road legislation. However, as Flynn points out, the rail industry in Europe is more concentrated on passenger services than freight, so it could take some time before a network as extensive as in the United States is developed.

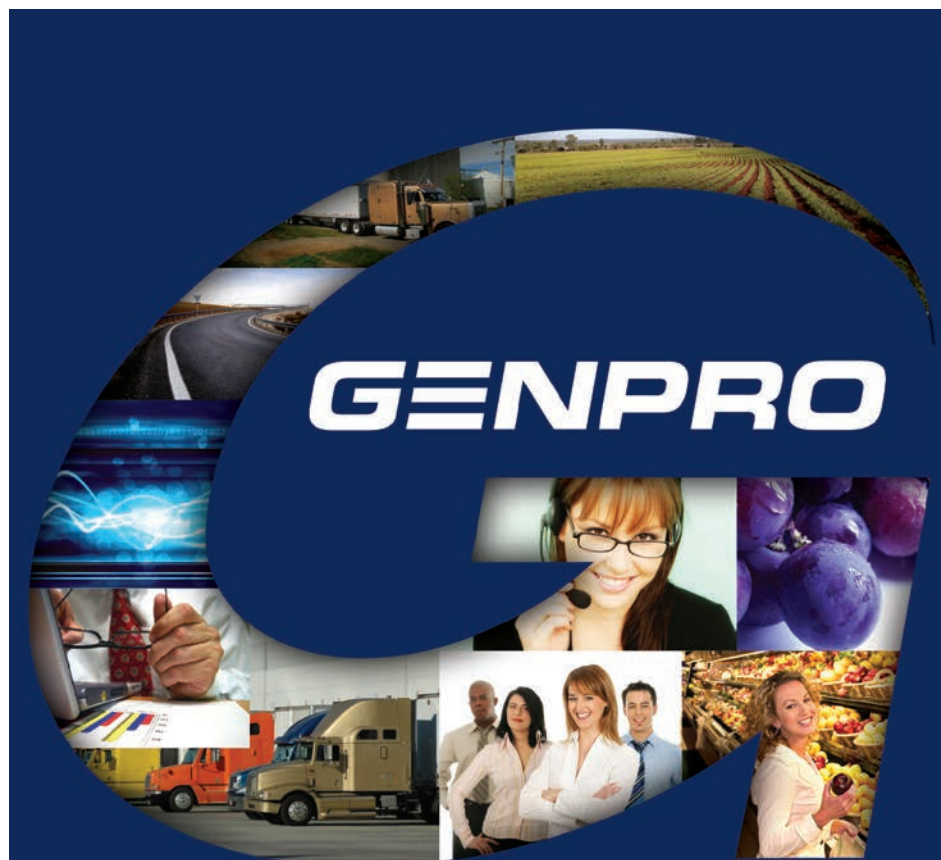
In terms of alternative fuels, the three providers agree that European retailers are definitely looking toward electric vehicles for their own transportation network, while the industry at large is introducing fuel-efficient trucks as retailers put more pressure on suppliers to have little environmental impact as possible.

“Biodiesel was really hot for a while,” adds Flynn. “For a period, Marks & Spencer in the United Kingdom had an ambition to use 50 percent biodiesel in its trucks, but they discovered that forests might be razed to plant biofuel crops. Another option is natural gas vehicles that produce less CO₂. But it’s a much bigger prospect in the United States because it’s more economical, due to more proactive fracking there.”

At the end of the day, however, just like local sourcing, there will always be a limit to alternative modes of transport, according to Osinga. “Of course, growers and retailers want to control and reduce their costs as much as possible. But if they want a salad to arrive really fast and fresh from Almeria in Spain, they have to truck it,” he states. “Whereas, if they want oranges, those can be brought in by short sea. Producers and retailers are therefore making more and more choices to split their supply chain by product and requirement.”

Direct Sourcing for Greater Freshness

While reducing the environmental foot-



GENPRO

At Genpro, our focus on exceeding customer expectations distinguishes us from other logistics providers. Our expertise in logistics management and the safe, reliable transport of your freight will guarantee your satisfaction with every load managed.

1.800.243.6770 www.genproinc.com

PREMIER LOGISTICS PROVIDER

“Retailers can’t differentiate themselves when they offer branded products like Coca Cola or washing powder, but with fresh items like produce or meat, they can seek to sell the freshest offer.”

— Erik Osinga, Damco

print and cutting costs still remain key goals for the European transportation sector, raising freshness has also entered the picture. As a result, the industry is increasingly looking to source produce direct from suppliers.

“When it comes to transportation in Europe, there certainly is a strong push to ensure that, if possible, retailers and other clients are getting products that are as fresh and as close to source as possible,” notes York.

Osinga says direct sourcing means retailers are getting fresher products on their shelves because it removes the time that the produce would sit with an importer. “Before being sold, grapes can be kept for another four to five weeks after being transported for two to three weeks from the source—obviously, that is a less-fresh product,” he explains.

Ultimately, Osinga says fresher products offer better eating experiences that guarantee more satisfied customers, which is what retailing is all about. “Retailers can’t differentiate themselves when they offer branded products like Coca Cola or washing powder, but with fresh items like produce or meat, they can seek to sell the freshest offer.”

Food safety and quality are also driving direct sourcing, according to Osinga, since retailers have become more conscious of the risks associated with not sourcing or storing food correctly. “In the past, this was looked upon as the responsibility of the supplier; now retailers are having to take more responsibility for the safety of the food they offer,” he points out. “They now want to ensure that the logistics and origin of their products are controlled and secured to reduce the risk.”

Traditional Sources Are Going To Change

The shift toward direct supply also comes

MCKAY HAS LESS OF A CARBON FOOTPRINT AS IT INTRODUCES NEW BOXCAR SERVICE

BY BILL MARTIN

Logistics company McKay TransCold of Edina, MN, launched a new rail service last June between the West Coast and Midwest, and expects to become Smartway-certified, most likely by the time this article is published.

Smartway is a voluntary program administered by the Environmental Protection Agency launched a decade ago to improve the environment and reduce fuel consumption.

“We’re a little different animal because we don’t own our own assets,” states Jason Spafford, vice president of business development. The company utilizes refrigerated boxcars operated by the Burlington Northern-Santa Fe Railroad (BN-SF).

As a result, McKay contracts with the BN-SF for a train with the capacity of 200 truckloads of fresh produce. By August, it was expecting to be shipping up to 30 boxcars, or the equivalent of 120 truckloads per week.

“That is a low carbon footprint. Rail has a 70 percent less carbon footprint than trucks,” Spafford says.

The company has developed “dedicated partnerships” with large trucking companies that are all Smartway-certified, including KLLM, Werner Enterprises and National Carriers. It has plans to bring even more trucking fleets into the fold.

“These carriers are what Smartway is all about. They are leaders in the way they are doing it (green initiatives),” he says.

At the same time, McKay TransCold is slowly ramping up its service in a calculated way so as to be done right, and

allowing the flexibility to work out any “bugs” in the system.

“It’s the first dedicated boxcar unit train between California and the Midwest utilizing the 72-foot super reefers,” Spafford notes. “Depending upon the commodity, it [the railcar] can hold up to four truckloads.”

McKay has a 200,000-square-foot cold storage in Selma, CA, 20 miles south of Fresno. It has 10 doors for rail and 42 doors for trucks. The Selma facility is also available for customers wanting to pack or repack produce.

He points out this gives customers the ability to procure product from Illinois or wherever their Midwest base may be, rather than in California. This tightens up their supply chain, he says.

The unit train departs Selma on Wednesday for arrival on Sunday evening in Wilmington, IL, located about 20 miles south of Joliet. Deliveries are done on Monday and Tuesday.

McKay recently completed a cross-dock at Wilmington with eight rail doors and 38 truck doors. The company also recently inked a deal with receiver/ jobber Heartland Produce Co. of Kenosha, WI, involving an annual contract for produce shipments by rail. Spafford says once the product arrives at Wilmington, Heartland has the option of using a drayage company for delivery or providing its own transportation.

While the initial focus of McKay TransCold has been on eastbound fresh produce shipments, they also are now looking to ship chicken and other meat products westbound. **pb**

down to retailers wishing to establish direct relationships with growers to ensure they continue to receive quality products in large volumes as consumption inevitably rises in the world’s major production areas.

Whether you are operating in Europe or the United States, C.H. Robinson’s York believes that the fresh produce supply chain is going to change over the next five to 10 years in such a way that companies worldwide will have to import more products from different areas of the globe, and therefore,

have the global scale and expertise to invest in those new supply areas.

“Global supply chains are evolving as a result of the growing consumer base in large population areas like India and China, which over the past five to six years have become net importers of products, as well as net exporters,” he explains. “So, as those consumers change, it basically changes or forces economies to change in the production of agriculture.”

York points to Mexico as an important

FLAGLER CEO SEES GREAT OPPORTUNITIES UTILIZING THE PORT OF MIAMI

BY BILL MARTIN

Business opportunities abound in the southeastern United States, and Miami, FL-based Flagler Global Logistics has big plans when it comes to importing fresh produce.

President and CEO Chris Scott of FGL is using nearly 30 years of supply chain management experience to guide the company in serving the southeast, which currently relies heavily on ports in the northeastern United States. It doesn't make much sense to Scott, for example, to have Southern Hemisphere countries shipping fruit for export via boat, which bypass Florida for ports to the north, then trucking those fruits back south to customers in the southeastern United States.

Scott says the company, whose origins date back to the late 1800s, owns or leases nearly 2 million square feet of industrial space in South Florida that can be used or developed for cold storage. Flagler's South Florida logistics center is located near the Miami International Airport. However, its primary growth focuses on boats arriving at the Port of Miami, which impresses Scott with its fine facilities and potential to import a lot more produce. It all ties in to the company's vision of using multi-modal connections that not only include sea and air, but rail and road as well.

Most recently, Scott was senior vice president of supply chain and logistics,



Chris Scott

with more than 2,000 employees, a fleet of 1,500 big rigs and 5 million square feet of frozen, refrigerated and dry warehouse and distribution space. Scott sees Flagler's growing presence in South Florida as being an attraction to the trucking industry, which historically has plenty of freight to deliver into Florida, but returns loads are much scarcer. With a veteran logistics staff, Scott sees Flagler Global Logistics taking advantage of one the nation's busiest and most complex transportation hubs in the nation. Combine this with the company's modern facilities and innovative services, he sees vast potential for growth throughout Florida, the southeast and the East Coast. **pb**

example for the United States to consider. As the middle class continues to grow in Mexico, he says the country will end up consuming more products than it exports, which may make it less convenient to export huge volumes to the U.S. market. Geo-political activities currently taking place in Russia and the new Free Trade Agreement between Peru and China are other examples, he claims, of how the global supply chain is changing.

For Osinga, traditional exports are already being divided between external markets and local markets, which mean there are fewer products available for export today than in the past. "Although production is rising in many countries, the growth isn't as big as the

increase in consumption," he warns. "Eventually, there will come a time when it is no longer possible for certain retailers to procure all their high quality and high volume through their traditional sources. So they are moving more toward direct supply to have direct relationships with the growers."

Lessons For The U.S.

According to York, the drive for freshness and sustainability in Europe has required transportation companies operating in the region to get creative and develop efficiencies like never before, which in time U.S. companies will need to learn from.

"Europe tends to be ahead of the United

"You need more coordination and a rapid movement through the supply chain. That puts some stress on the supply chain in that you have to have just-in-time deliveries, and groupage and LTL (less than truckload) activity becomes very prominent."

— Gary York, C.H. Robinson

States in terms of social responsibility, sustainability and green issues, as well as packaging requirements," he notes. "But U.S. consumers are going in that direction. Consumers are becoming more discernable every year; they want new products and ready-to-eat products. So there are valuable lessons to learn from Europe."

In terms of freshness, York says produce logistics in Europe has to be more coordinated and rapid because the transit times from long-haul destinations like South America can be 10 days to two weeks longer than to the United States.

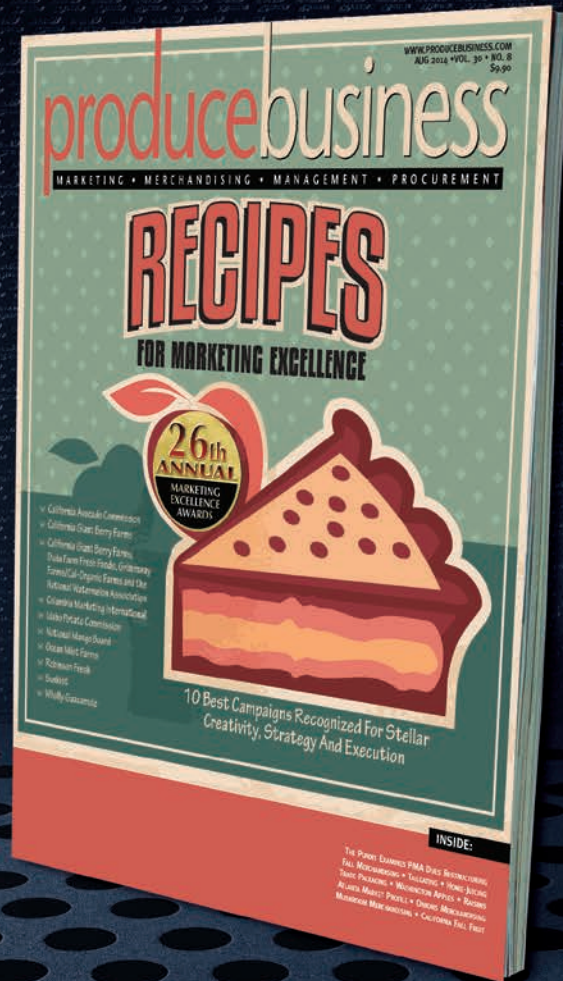
"That obviously compromises freshness to some degree, so you have to have coordinated logistics because there's less room for error and greater complexities in shipping to Europe," he explains. "You need more coordination and a rapid movement through the supply chain. That puts some stress on the supply chain in that you have to have just-in-time deliveries, and groupage and LTL (less than truckload) activity becomes very prominent."

Ultimately, York believes the most important lesson U.S. produce executives and retailers can learn is to prepare for the future. "It's important to have five- to 10-year strategic plans, but also to understand that those plans are going to involve changing and shifting supply chains," he concludes. **pb**

producebusiness

MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

INITIATING INDUSTRY IMPROVEMENT



To get ahead in the produce business, you need to stay ahead of the produce business.

For subscription information, please go to • www.producebusiness.com or call us today at • 561-994-1118, Ext 109

producebusiness
MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

P.O. Box 810425 • Boca Raton, FL 33481-0425



PHOTOS COURTESY OF IDAHO POTATO COMMISSION

Schofield Barracks Commissary in Wahiawa, HI, won first place in one of the Military Categories.



Showing Love For The Spud

Retailers and military commissaries participate in The Idaho Potato Commission's Potato Lovers Month contest with gusto. **COMPILED BY MICHELE SOTALLARO**

Celebrating its 23rd year, the Idaho Potato Commission's (IPC) 2014 retail competition generated another round of more than 5,000 entries. Back in February, retailers paid homage to Idaho potatoes by crafting elaborate displays to compete in one of the largest commodity display contests in the world. In an effort to promote the potato, supermarket chains, independent retailers and military commissaries participated in the Commission's Potato Lover's Month contest.

To enter the display contest, retailers and military commissaries were required to create a display for produce departments featuring Idaho potatoes and Hormel Real Bacon Bits, plus special-themed point-of-sale material

from the IPC and Hormel. The display had to be up in the store's produce section for at least one week between January 27 and February 28, 2014.

The IPC teamed up with Hormel Real Bacon Bits for the second year in a row, attracted a substantial 5,032 entrants who competed for more than \$150,000 in cash and prizes. In addition, the Category Manager Match Program awarded equivalent cash prizes to category managers at stores that qualified for 1st through 5th place prizes. The IPC also awarded 100 Honorable Mention Prizes of \$100 to displays chosen from the remaining entries, and everyone who entered received a free BlueROCK wireless Bluetooth speaker with auxiliary and charging cables.

Military commissaries competed in two categories by store size in their own IPC display contest, vying for the top category prize of a trophy and a trip to the Produce Marketing Association's 2014 annual convention in Anaheim, CA. Second-place winners for each category earned \$500 in customer gift certificates/gift cards and a plaque, and third-place winners were awarded \$250 in customer gift certificates/gift cards and a plaque. Plus, each military commissary entrant received a Spuddy Buddy golf club cover.

PRODUCE BUSINESS congratulates the following stores for their first-place wins and celebrates the industry's creativity with the following pictorial of winners. **pb**

EDITOR'S NOTE: CASH REGISTERS INDICATE STORE SIZE.

**1-5 CASH REGISTERS/
CATEGORY 1 WINNER**
1st Place - \$1,500
Christy Dickerson
Foodland
South Pittsburg, TN

**6-9 CASH REGISTERS/
CATEGORY 2 WINNER**
1st Place - \$1,500
Fred Sweany
Buehler's Milltown
Wooster, OH

**10+ CASH REGISTERS/
CATEGORY 3 WINNER**
1st Place - \$1,500
Nick Eisele
Country Market
Brooklyn, MI

**MILITARY/
CATEGORY 4**
(K-1, K-2)
Teresita Mendoza
**Moffett Field
Commissary**
Mountain View, CA

**MILITARY
(K-3, K-4, K-5)**
Denise Logan
**Schofield Barracks
Commissary**
Wahiawa, HI

**COULD STOCKING IDAHO® POTATOES
MAKE YOU TOO SUCCESSFUL?**



You could become so popular with your store's customers that the other category managers become jealous. Or get a bonus so big that it puts you into a higher tax bracket. Or receive so many high fives from your boss that you dislocate your shoulder. There are any number of pitfalls of success that may befall you when you stock America's #1-selling potato. But we're sure you'll manage to deal with them somehow.



IDAHOPOTATO.COM/RETAIL

1 – 5 CASH REGISTERS/CATEGORY 1 WINNERS

1st

Christy Dickerson
Foodland
South Pittsburg, TN



2nd

William Roller
Community Market
Greenfield, OH



3rd

Kelly Ries
Kroger 952
Greenfield, IN



4th

Steve Rutledge
Food Giant
Bessemer, AL



5th

Geoff Neumann
Valu Market
Louisville, KY



6 – 9 CASH REGISTERS/CATEGORY 2 WINNERS

1st

Fred Sweany
Buehler's Milltown
Wooster, OH



2nd

Sharon Brennan
Pierces Supermarket
Baraboo, WI



3rd

Matt Soloschenko
Reasor's
Owasso, OK



4th

Jerry Landkamer
Lous Thriftway
Norfolk, NE



5th

Elier Diaz
Sedan's
North Lauderdale, FL



10 + CASH REGISTERS/CATEGORY 3 WINNERS

1st

Nick Eisele
Country Market
Brooklyn, MI



2nd

Mike Burzlaff
Hy-Vee #1039
Brookings, SD



3rd

Scot Sharer
Marsh Supermarkets
Brownsburg, IN



4th

Paul Parolini
Sweetbay Supermarket
Plant City, FL



5th

Steve Bowers
Hy-Vee #1295
Iowa Falls, IA



Add a Little Sun

for the best
potatoes on earth



SUN SUPREME

SUN GLO OF IDAHO, INC.



Sun-Glo of Idaho has earned a reputation of producing the highest quality potatoes available anywhere. Experience the dependability and exceptional quality of Sun-Glo! Call today!

Weston Crapo
weston@sunglo-idaho.com
Phone: 208-356-7346
Cell: 208-313-6304

Jill Cox
jill@sunglo-idaho.com
Phone: 208-754-7573
Cell : 208-313-6350

www.sungloidaho.com

(208)356-7346

MILITARY WINNERS (K-1, K-2)

1st

Teresita Mendoza
Moffett Field Commissary
 Mountain View, CA



2nd

Leon Thomas
USAF Academy
 USAF Academy, CO



3rd

Maribel Cruz
North Island Commissary
 San Diego, CA



MILITARY WINNERS (K3, K4, K5)

1st

Denise Logan
Schofield Barracks Commissary
 Wahiawa, HI



2nd

Dawnell Pafundi
Offutt AFB Commissary
 Offutt AFB, NE



3rd

Sun Hui Giacobbe
Lackland AFB
 Lackland AFB, TX



**PLEASANT VALLEY IS BUILT UPON A
 SOLID FOUNDATION, OUR GROWERS**

QUALITY POTATOES FROM QUALITY GROWERS SINCE 1910

Pleasant Valley is owned and operated by some of the oldest family farms in Idaho. These growers have been producing some of the highest-quality potatoes in the state since 1910. A consistent, high-quality supply of Idaho potatoes starts in the ground, not on a sales desk.

Where do your potatoes come from?



CALL: (208) 397-4194

~ RYAN WAHLEN ~

rwahlen@pleasantvalleypotato.com

~ TERESA ESPARZA ~

tesparza@pleasantvalleypotato.com



MAKE A HEALTHY CHOICE!

**Fill half your plate with
 fruits and veggies!**



For more information about other CPMA programs and services go to cpma.ca

**Visit the Canadian Produce Marketing Association,
 booth #1274 at PMA
 Fresh Summit in Anaheim**



No Small Potatoes

Industry experts provide five ‘best practices’ for realizing success with sales. **BY KEITH LORIA**



Retail participation in promoting potatoes and battling the misconception that potatoes are unhealthy or fattening is the No. 1 strategy that those in the potato industry believe will help increase sales throughout the U.S. and Canada.

Potato sales have lost some of the robustness of recent years, but the industry remains strong, and an increase in sales is expected for 2014. Part of the solution for increasing sales is getting the retailer more involved with merchandising and marketing efforts.

The Idaho Potato Commission has been driving a truck around America, promoting the health benefits of potatoes; it has been such in demand that the originally planned one-year travel schedule has now turned into three years.

“This is one of the ways we get the word out,” says Travis Blackler, industry relations director of the Idaho Potato Commission. “We run commercials, we partner with the American Heart Association and we do what we can to help increase sales.”

Blackler says traditionally potatoes have been just a side item for a steak or roast. But the Commission has been trying to help people think outside the box and realize potatoes can do so much more — think of it as a main dish.

“We do a lot of promotions with things that people like to put on potatoes, such as Mrs. Dash,” he says. “Retailers can put recipe cards next to potatoes in the store, and we think that will help. Putting out health information next

to them is also a great idea.”

Chris Wada, director of marketing and communications for Wada Farms Marketing Group LLC, based in Idaho Falls, ID, says through the years, factors for increasing sales included quality/freshness, competitive pricing, year-round availability and food safety/traceability. Today it’s about the ability to frame potatoes to fit changing consumer lifestyles and generational trends.

“Established in 1943, Wada Farms is one of the largest grower-shippers and marketers of all varieties of fresh potatoes, sweet potatoes and onions in the U.S.,” he says. “Being able to cost

effectively promote fresh potato varieties, nutritional benefits, and recipe ideas — given that we grow/ship/market our products with very tight profit margins — is the biggest challenge.”

It’s not rocket science, he says, but retailers need to work with suppliers and growers to better handle these challenges.

“Given the wide array of various store formats and objectives of the retail landscape today, the best advice I can give regarding how to market potatoes differently is through partnerships and collaboration with their suppliers,” says Wada. “Ideally, a supplier that is vertically integrated, like ourselves, can ensure better alignment from farm to the in-store experience of the end consumer.”

Retail participation in promoting potatoes and battling the misconception that potatoes are unhealthy or fattening is the No. 1 strategy that those in the potato industry believe will help increase sales throughout the U.S. and Canada. One quick glance at the nutrition label of fresh potatoes can prove that.

“This is a perfect opportunity for stores that have dieticians on staff that can help debunk the many myths that potatoes are unhealthy,” says Ted Kreis, marketing and communications director for the Northern Plains Potato Growers Association, headquartered in East



“Potatoes are a high-margin, high-volume item so they should be showcased for the healthy option they are.”

— Ted Kreis, Northern Plains Potato Grower Association

Grand Forks, MN. “Typically, potatoes are a high-margin, high-volume item so they should be showcased for the healthy option they are.”

Marc Turner, sales manager for the fourth-generation Bushwick Potato Commission, located in Farmingdale, NY, says overcoming the inaccurate image of potatoes being too heavily carbohydrate-based remains a challenge.

“There’s still a lingering effect of the Atkins diet and other diet trends toward excessive protein and carbohydrate avoidance,” he says. “Promoting locally grown or regionally grown when possible will generate excitement. Bushwick strives to offer our customers potatoes in local regions when they are in season; especially during the spring and summer months during fresh harvest.”

Victor Savanello, first vice-president, Eastern Produce Council and director of produce and floral for Allegiance Retail Services, LLC, head-

quartered in Iselin, NJ, urges his stores to merchandise all potatoes together, creating a destination category.

“I ask them to place specialty or gourmet varieties in positions where the consumer must walk past them or reach over them to get the more staple varieties they are accustomed to,” he says.

Jerry Tominaga, vice president of raw production for Southwind Farms, doing business in Heyburn, ID, and one of the largest growers of fingerling potatoes in the U.S., says the biggest trend he has seen is the growth in specialty varieties, and the sizing where “smaller is bigger.”

“The biggest challenge in the industry is convincing the consumer that potatoes are a delicious, flexible and affordable dish. It is also nutritious and has a long shelf life,” he says. “I think retailers and consumers are weary of hearing how different fruits and vegetables are

good for you one day, and the next hearing how bad they are for your health. The smart consumer knows that potatoes are a very nutritious vegetable that are high in potassium and vitamin C, has zero cholesterol and fat, and are a good source of dietary fiber. The consumer knows that potatoes are quick and easy to prepare in a variety of ways that can be used in a meal or stand alone.”

Connecting the dots to move more product from the grower-shipper level will continue to be a challenge for the fresh potato industry.

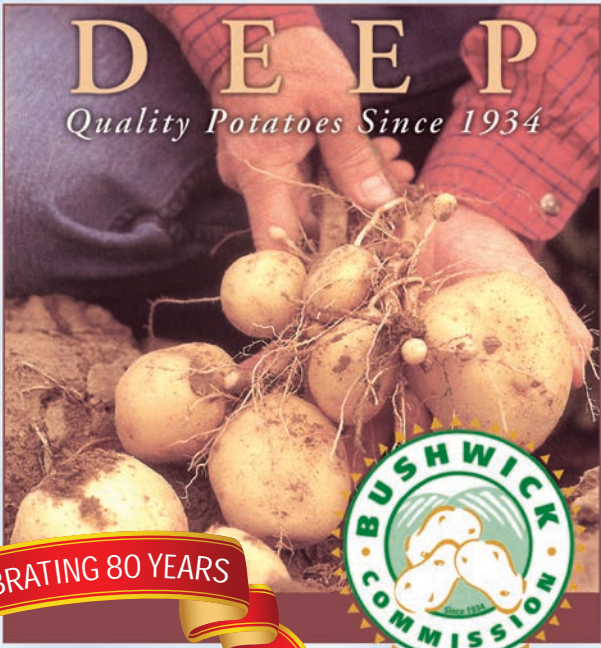
“Our focus is to connect the dots by knowing our customers, asking them what they want and delivering just that, to collaboratively move more product,” says Wada.

In Vogue


Kreis says he has noticed a very substantial shift in consumer preferences for red and yellow potatoes over the past year. At the same time, white potatoes have had lower demand.

“I have been at this job for 10 years and I was a produce manager prior to that for 15 years so I have seen a lot of the trends,” he says. “The fresh potatoes grown in the Red River Valley region of North Dakota and

OUR ROOTS RUN



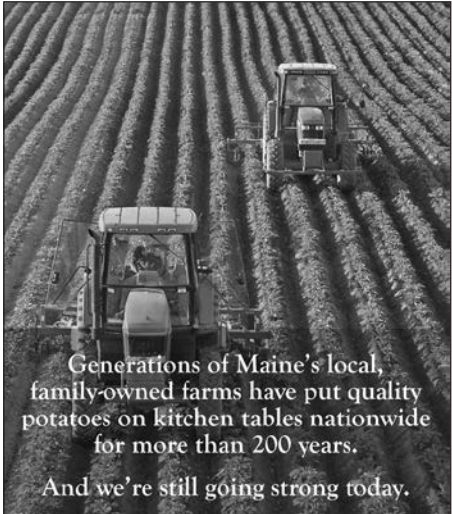
DEEP
Quality Potatoes Since 1934



CELEBRATING 80 YEARS


BUSHWICK COMMISSION CO., INC.

Main office: Farmingdale, NY
Jack, David, Ken, Brad and Marc
(800) 645-9470
www.bushwickpotato.com



Generations of Maine’s local, family-owned farms have put quality potatoes on kitchen tables nationwide for more than 200 years.

And we’re still going strong today.



MAINE POTATOES

Maine potatoes.
Humble spuds.
Huge impact.

744 Main Street, Rm 1 • Presque Isle, ME 04769
Phone: (207) 769-5061 • mainepotatoes.com

Minnesota are predominantly red potatoes (90 percent) with the remaining 10 percent being yellow flesh varieties.”

The USPB has great, proven guidelines on display size, variety segmentation, packaging, optimal promotions, etc., and the USPB is a great partner for any retailer serious about improving the bottom line in their potato category.

“I think retailers are doing a great job of promoting potatoes with the assistance of grower-based marketing groups like the Idaho Potato Commission and the United States Potato Board,” says Tominaga. “The only advice I would tell them is to keep it simple. I don’t think every store needs three types of Russetts, three reds, three yellow... Instead, offer them in different packaging and bulk, plus all the specialties.”

While fresh potatoes may be considered a mature produce item at retail, that doesn’t mean it’s mature for the younger millennial generation that grew up in a less traditional upbringing than their Baby Boomer parents.

“There are always new customers for fresh potatoes, so finding a balance between adding excitement for existing customers and making them relevant to new customers is front of mind for us,” says Wada of Wada Farms. “We have some unique ways of promoting potatoes by presenting the nutritional benefits of fresh potatoes that are new and relevant to today’s consumers.”

Appealing to the active lifestyle of athletes with the complex carbs of potatoes as fuel for their bodies is a good way to attract this group.

“Promoting potatoes as heart healthy and loaded with potassium is also an excellent call-out,” says Wada. “Did you know one medium-sized Russet potato with the skin on equals the potassium equivalent of two bananas?”

Ryan Wahlen, sales manager for Pleasant Valley Potato, located in Aberdeen, ID, says the majority of the fresh shippers in Idaho either purchase their potatoes on the open market from various growers, or they market them through a large marketing organization.

“In our case, customers can be confident we have consistent quality supplies, and can purchase knowing that our supply comes from one of the best growing regions in the state,” he says. “Most seasons, 100 percent of what we pack, we’ve grown ourselves.”

In surveying experts in the industry, here are five ways retailers can better increase sales in the U.S. and Canada.

1. Offer a Proper Mix of Varieties

Gone are the days when consumers would

go into the grocery store and simply grab the first 5-pound bag of potatoes they see. Today’s savvy potato shopper wants his or her choice of reds, yellows, organics, microwavable, fingerlings and more. Most of these will have higher margins, resulting in better profits for the store.

“Promote different varieties. Bright colored potato varieties like reds, yellows, whites and purples add some visual excitement to what would otherwise would be a boring tan slate,”

says Northern Plains Potato Growers Association’s Kreis. “Variety is important, just like it is with lettuce, onions, grapes, apples or citrus.”

Tominaga says retailers need to offer the specialty varieties in different colors and sizes because the color appeal and shapes draw consumers to the product.

“They should also be offering cooking demonstrations and samples,” he says. “The new varieties are quick, simple and delicious, and offer that ‘wow’ appeal.”



Klondike Royale™

Taste the love in every bite.

Available in 3lb. pouch bags

Also in 5lb. poly bags

Potandon Produce LLC
1-800-767-6104

NATURALLY GLUTEN-FREE

Klondike Royale™
Gourmet Idaho® Potatoes

www.klondikebrands.com

f t YouTube in p

For stores that cater to large families, offering larger quantities, such as 10-pound bags, is important. Conversely, a store whose shoppers skew to empty nesters and Baby Boomers should carry a selection of smaller-sized potatoes.

2. Optimize Display Size

With so many varieties of potatoes selling well, it's important for retailers to make more space available and really pay close attention to the displays themselves. However, making potatoes highly visible to consumers in a produce department seems to be a challenge.

"Some very large discount retailers do a poor job keeping displays well-stocked and/or rotated," says Kreis. "Slashing labor budgets is not a smart choice in a department that requires well-trained and well-compensated employees to maintain fresh and vibrant displays. The entire store's reputation can hinge on its customers' perception of the store's produce department, and displays are a big part of that."

At Allegiance, successful potato displays start with proper handling, minimizing greening, and maintaining proper tempera-

tures and moisture to ensure customers have a positive purchasing experience.

"Then we create a display that drives the consumer to purchase more than one variety, or at least trade up in to a higher ring at the register," says Savanello. "After all, the potato is the largest selling vegetable category in the U.S., it represents slightly more than 1 percent of total store sales in a typical format supermarket. We have to get that captive audience inspired to experiment with unknown and unfamiliar varieties — it's what we do."

And don't just lump a quick display together. It needs to be something that will catch the eye of the shopper.

"At retail, presenting the most eye-appealing display will be most helpful for sales," says Turner. "People buy with their eyes, and a great-looking shelf of potatoes will catch consumers' attention in an ever-crowded marketplace."

A great way to do that, says Turner, is to get creative with displays — like utilizing a farm theme. He says adorning potato displays with rustic decorations and anything that makes consumer associations with farm-type displays would make it eye catching as well.

Fresh potatoes are typically a planned

purchase with the intent to prepare them like they've always done in the past, usually baked or mashed. The U.S. Potato Board has proven visual imagery of prepared potato recipes provides a big lift to sales.

"With that said, the idea of hunger inducing prepared potato POS on the shelf is sure to attract many consumers looking for what to eat for dinner this week," says Wada.

3. Cross-Marketing Options

The number of cross-merchandising opportunities for potatoes is numerous if the retailer gets a little creative. Tominaga suggests salad dressings for marinades, dry seasoning packets and olive oil for roasting, plus wines and beef or chicken for full meal ideas.

Cooler weather is a great time to promote potatoes with other vegetables and meat for soup or stew, either in the meat department, or by bringing prepackaged meat cuts like cubed beef into the produce department.

"Meat needs to be refrigerated, but potatoes can too, just be sure to get good rotation to prevent sweetening," says Kreis. "In the summer, promote with grilling meats. Offer recipes and samples for the appropriate season."

Cross-merchandising is hit or miss with potatoes since they are so versatile in how they are cooked and the main courses they are paired with. That also presents creative options for merchandising, such as linking potatoes with different spices or selling them with specific spice companies in a retail ad.

Turner shares potatoes and onions are commonly associated with each other and can also be cross-merchandised.

When it comes to cross-merchandising at Allegiance, Savanello says the potato often needs help in summer.

"The potato can use our help this time of year. I like to remind my customers that they are perfect for the grill, because sometimes they forget," he says. "Cross-merchandise varieties or packages that are grill-friendly with corn or other grilling favorites, for real success."

4. The Role of Packaging

Not everyone wants a bag of potatoes, which is why today's packaging options focus on a quality product that is safe and sustainable. A good presentation with colorful packaging also creates the best eye appeal.

"We grow most of the current popular varieties and offer them to our customers in an array of sizes and packaging options," says Tominaga. "Our state-of-the-art packing facilities allows us the flexibility of truckload, down to carry out the door quantities, many times

APGI
Associated Potato Growers Inc.

Dependability
Professionalism
Since 1948

Red River Valley's Largest **Red** Potato Packer
Yellow Fresh Potatoes

Wash Plants: Grand Forks, Grafton and Drayton, ND
Sales by **Greg Holtman, Jim LeQuire and Steve Grod**

Paul Dolan — Manager
Kimberly Bjornstad — Food Safety

RED RIVER VALLEY POTATOES
NATURE'S FLAVOR

800-437-4685
Fax 701-746-5767
www.apgspud.com

★★★★



PHOTO COURTESY OF IDAHO POTATO COMMISSION

within the same day.”

Package innovation also plays a role in marketing potatoes to Millennials. Some have recipes listed, while others offer clear microwavable instructions. Some offerings even have sauces mixed right in the packet with the potatoes, which Blackler says is a great way to address the lack of cooking knowledge.

5. Value-added Suggestions

According to Turner, value-added items are growing, and it’s a trend he doesn’t expect will end anytime soon.

“Modern families want fast and convenient, and cooking potatoes is no exception,” he says. “I think in the years to come, we will see even offerings of fresh potatoes in ready-to-heat-

“Modern families want fast and convenient, and cooking potatoes is no exception. I think in the years to come, we will see even offerings of fresh potatoes in ready-to-heat-and-serve packaging.”

— Marc Turner, Bushwick Potato Commission

and-serve packaging.”

Savanello says one value-added item Allegrance has seen a lot of success with are the microwavable trays offered by Little Potato Company, a true baby potato complete with seasoning and a package that allows you to cook/microwave them in.

“This is the future of this category, and certainly the segment which we need to drive this customer into experimenting with in order to increase frequency of consumption,” he says.

Wada says his company provides its retail customers opportunities 12 months out of the year to add value to their shoppers through its 5-lb. or 10-lb. bag closing device cross promotions.

Wahlen sums it up nicely: “Consumers want value for their money, and there are very few food items that provide so much for so little money. The more we can do to demonstrate this value and educate consumers, the better sales we’ll enjoy.”

pb

Organic Potatoes

If there’s one area that people in the potato industry seem bullish on, it’s in organic potatoes. In the past five years, organic potato sales have increased and more growers are getting into the business.

Not every retailer is a proper match for organic potatoes. But for those that are — be it Whole Foods, Wegmans or Publix — it can represent a great way to increase sales in the produce department.

“There’s no question that several retailers have carved out a niche in this category and are finding success,” says Mac Johnson, president and chief executive of Aurora, CO-based Category Partners. “For retailers that incorporate organics into their traditional sets, the key is to make sure the signage clearly states that these potatoes are organic.”

Some customers shop strictly organic, but for those that don’t, there can still be a market for the non-traditional organic customer — it’s just a matter of explaining

what they are and their benefits.

“Boldly display organic potatoes so consumers see the difference and are educated on what organic really means,” says Jim Ehrlich, executive director of the Colorado Potato Administrative Committee, headquartered in Monte Vista, CO. “If a consumer values the organic concept, then promote it with zeal.”

Organic produce is often marketed or viewed by many as containing increased health benefits. Still, most people make purchases based on appearance of fresh produce.

“If organic potatoes can be presented as cleaner and as close to appearance as conventional potatoes, it will help increase sales,” says Marc Turner, sales manager for the fourth-generation Bushwick Potato Commission, located in Farmingdale, NY. “If the appearance of organics and conventional potatoes resemble each other closely, it will help the category.” **pb**



(L-R) PHOTOS BY NEW YORK APPLE COUNTRY AND SUN ORCHARD FRUIT CO.



Industry insiders note the two-fastest growing varieties in popularity would be the Honeycrisp and the Gala.

Comparing Apples to Apples

A look at how New York's bounty fits into the mix of the country's other producing states. **BY KEITH LORIA**

While New York City is known as the "Big Apple," that designation can be applied to the whole state when you're talking about New York apples, which have been around for centuries, and have unique varietal characteristics that make them extremely popular.

"Apples from New York are going to be large, they're going to be colorful, they're going to be nutritious, and they're going to taste wonderful," says Jim Allen, president and chief executive of the Fishers, NY-based New York Apple Association (NYAA).

Apples In 2014

For 2014, early estimates from meetings between the Premier Apple Cooperative in Syracuse, NY, and the Michigan Frozen Food Packers Association in Grand Rapids, MI, forecast the U.S. apple crop could reach 260 million, 40-pound boxes.

Washington leads the way with a little more than 50 percent of the country's supply, but New York is expected to reclaim the No. 2 spot,

with around 28 million boxes. Michigan is looking at slightly under that, with 27.6 million boxes.

"Last year we had a very ample crop, almost a record crop. This year will be slightly below that, but I think we'll certainly be above our five-year average," says Allen. "We've had plenty of moisture, so we're looking at a good size on the crop and our timing is pretty much on schedule."

Because of the different varieties offered, experts say there are four distinctive growing regions in New York State, and each one of those regions has different timing. The very last area to harvest apples is up in the northern part of the state, along Lake Ontario, and some areas will be harvesting well throughout October with some of the latest varieties.

Kaari Stannard, president of New York Apple Sales, based in Glenmont, NY, says the company is coming out with a new two-pound pouch bag to highlight the flavor of apples, and the front of the bag will describe the apple and highlight it's from New York.

"We've had great weather, we've had

adequate rainfall, so we expect our crop this year to be a little over that five-year average," she says. "The local movement has been a real success for us, but it's not just local, it's regional. New York apples play a real dominant role up and down the Eastern Seaboard. Certainly down in Florida, for instance, where the snowbirds, have been very good for us."

Meet The Growers

Jim Bittner, owner of Bittner-Singer Orchards, an Appleton, NY-based farm that grows 200 acres of apples, says New York soils and a climate of cool nights and natural rainfall help create different varieties with great flavor.

"All our fresh apples go to the packers and marketers who sell to the retailer," he says. "The part we play in this cycle is to grow high-quality apples (flavor, firmness, size and color) that consumers are looking for. We are very responsive to what the market demands."

The third-generation-owned Goold Orchards, of Castleton, NY, was established in April 1910 and is one of the oldest family-run

No Matter How You Slice It

NEW YORK APPLE HARVEST TIME CREATES A 'Sell A Bration'

Our New York Apple Growers slogan is "millions of local branches near you." And this fall, those millions of branches will likely deliver over 30 million bushels of fresh-picked apple goodness to you and your customers. More high-quality apples, and more varieties, too - Empire, Honeycrisp, McIntosh, Red Delicious and other favorites.

Crisp, flavorful, juicy, and healthy, it's time to take your pick and order now to satisfy demand. So contact your shipper today, and if you'd like some great in-store POS materials and other promotional ideas, send an e-mail to molly@nyapplecountry.com and we'll ship you out a sales-boosting kit.



*Scan here to go to
our Shipper Directory*



WWW.NYAPPLECOUNTRY.COM



apple farms in the New York Capital Region. The farm grows 16 different varieties of apples on approximately 17,000 trees, harvesting approximately 60,000 bushels per year.

"There's nothing like a New York apple and there can't be. It's all about the weather," says Karen Gardy, director of marketing for Goold Orchards. "We have the warm sunny days during the fall and the cold crisp nights. Other regions do not have the temperature changes we have here, which is essential for creating perfect apples."

Lee J. Peters, vice president of sales and marketing for Fowler Farms, growing in Wolcott, NY since 1858, says its glacier till soils and nearness to Lake Ontario make for a perfect environment for apple production.

"We are vertically integrated, and we started our own rootstock that is used to plant high density orchards where we can focus on growing the apple, not the tree," says Peters. "We store, pack, and market our apples and apple cider throughout the region east of the Rockies."

New York Varieties

According to the NYAA, New York grows

more apple varieties than any other state, thanks to nearly 700 growers and more than 10,000,000 apple trees. Of course, the McIntosh and the Empire, which are indigenous to the East Coast, are synonymous with New York apples, but there are close to 25 varieties being grown commercially in the state.

Peter Forrence, co-owner of Forrence Orchards, based in Peru, NY, says Washington apples tend to grow a harder, thicker skin-apple, which travels well, stores well, displays well, and has such a waxy appearance it looks like pieces of candy on the shelf. That is a formula that works quite well for them, but New York's a different deal.

"McIntosh is a very distinct variety in that it's a softer apple than virtually all the other apples on the market, but the flavor is highly unique. It's more of a tart, soft, thin-skinned apple," he says. "A lot of people, especially when they get older, don't want to have to wrestle with that thick skin that most varieties have."

Industry insiders note the two-fastest growing varieties in popularity are the Honeycrisp and the Gala. Growers continue to plant those varieties and increase production of both each year.

"The two newest varieties that have come about the past few years in New York are the SnapDragon and the RubyFrost," says Allen. "Both are harvested in the fall, but the RubyFrost is marketed more in January and February, because they store well and age well, which enhances their flavor profile."

Other popular varieties include Acey Mac, Cortland, Crispin, Fuji, Idared, Macoun, Red Delicious, Rome and Zestar.

Goold Orchards' Gardy has seen a trend of consumers being drawn to the newer varieties of crunchy super-sweets — especially RubyFrost and SnapDragon. "That being said, there is only one apple that will remain the 'King of Apples,' and that's the McIntosh," she says. "It's one of the oldest varieties and is always the most popular."

Fowler Farms has marketed 23 apple varieties for several years, most introduced by Cornell University with three varieties from the University of Minnesota — Honeycrisp, Zestar and SweetTango.

"Starting with the first of the season new crop varieties, I believe all retailers should position their departments as the local experts on apples and add a new variety every week," says



READY. SET. SHIP!

The Freshest, Finest Apples From New York Are Ready Now!

An awesome New York apple harvest is here, ready for you and your customers. And no one offers fresher apples, more varieties, premier quality, and superior service like New York Apple Sales. Call John Cushing, Kaari Stannard, or Michael Harwood today and take your pick!

518.477.7200

fax: 518.477.6770

www.newyorkapplesales.com

New York
APPLE SALES, INC.



Peters. “We can help by providing many SKU’s of each variety. We can do 3-, 5-, and 8-pound bags. We do tote bags, half bins and tray packs. We can do whatever is needed by a customer to maximize sales.”

Merchandising Matters

Tim Mansfield, director of sales & marketing for Sun Orchard Fruit Co., doing business out of Burt, NY, says flavor and condition are what sets New York apples apart from other regions, and it’s important for retailers to highlight these characteristics in the store.

“Retailers should be using POS materials and distinctive displays,” he says. “They should also display New York apples separately using signage, which the New York Apple Association can help provide.”

Apples come in many different varieties, and Allen says any information that a retailer can give its customers, making them comfortable about their food-purchasing decision, is going to increase sales.

“First and foremost, they want to know



(L-R) Sun Orchard’s field managers, Bill Mathis and Scott Henning, examine the company’s New York apples.

PHOTO COURTESY OF SUN ORCHARD FRUIT CO.

Side Note

APPLE CIDER

Jim Allen, president and chief executive of the New York Apple Association, says apple cider is an exciting category in New York, and stores like Whole Foods Market are stocking up on it.

“The cider category is growing. We’re also now producing a tremendous amount of specialty ciders or specialty cold-pressed apple juice, which takes on flavoring like cran-apple, strawberry-apple, Fuji apple juice, and sour cherry-apple-flavored juice,” he says. “These products are 100 percent natural juices and based with different fruit flavorings. And they’re becoming very popular.”

Allen also says the hard cider industry is really exploding and will only continue to grow in New York State.

“We’re using some of the old hard-cider varieties, and now we’re giving into a fermented alcoholic beverage, but it’s all apple industry-based, so we’re excited about that as well,” he says. “It’s going to increase uses of apples — it’s going to increase consumption of apples and production — so we’re excited about it. **pb**”

where the product’s coming from, they want to know if it’s sustainable, and they want to know it hasn’t come 3,000 miles across the country,” says Allen. “They want to buy homegrown and local. And they really want to know who grew that apple. I think it’s very beneficial, especially for New York retailers, to promote homegrown, locally produced New York State apples at point of sale.”

Bittner-Singer Orchards has held in-store demos of New York apples, which Bittner says is a great experience for growers and consumers. “We learn a lot about what the consumer is looking for, and the consumer appreciates and values meeting the grower,” he says.

The NYAA offers signage, variety guides and taste meters to retailers in efforts to educate their customers about the different varieties. The Association is planning a very aggressive campaign for the fall that includes TV, radio and trade advertising.

“First, and not necessarily in any order of priority, we offer tab support, we offer in-store signage, consumer education materials on apples and all aspects of recipes, nutrition, storage and handling,” says Allen. “You want to continue to delight the customer.”

The organization is also utilizing electronic couponing and digital marketing for retailers and conducting customized programs with specific retailers in certain markets that fit into

their advertising concepts or policies.

“We’re either offering coupons on their website that we can support or offering instant rebate coupons at the store level, which is tied into their shoppers’ loyalty cards. We find this is a very good tool, because it’s giving the consumer the incentive to purchase apples immediately,” says Allen. “We like to customize it, because what works for one retailer on one market might not be the same for another retailer in a different market.”

Forrence says the “grown locally” designation is the most important thing that retailers should be doing. “I do think as I get around the state and the country, more people are baffled by this importation of everything. No one wants to buy an apple grown in China because they’ve read about all the problems over there,” he says. “They want to buy an apple that’s grown next door, so they’re confident there’s not a lot of hands on it in between when it’s grown and when it’s eaten.”

The problem, Forrence says, is merchants want to buy the cheapest stuff they can. “When that is the mentality, the cheapest product is not necessarily the locally grown product,” he says. “There’s that tradeoff that goes through the minds’ of these merchandisers: Should I buy the ones from wherever because they’re 15 percent cheaper? I think if they adhere to the truth and buy local and market them as local apples, they will have a lot more success.” **pb**



Marketers agree that sweet onions are prime choices for autumn and winter months because of their mild and sweet flavor.

Peruvian Sweet Onions Equal Sweet Sales

Peruvian variety fills the gap from domestically grown. **BY ANTHONY STOECKERT**

Onions have a reputation for making people cry, but because they have year-round appeal and always are on shopping lists, sweet onion sales are sure to put smiles on the faces of retailers.

Whether it's barbecue season, tailgating time, the holidays, Super Bowl, or a cold winter's night perfect for soups and stews, onions are constantly put to use. And autumn and winter mean it's time for Peruvian onions, which are vital to the sweet onion category.

The Importance Of Peruvian

Sweet onions get their sweetness because they are "short-day" onions, meaning they are grown during the time of year when there is less daylight. That factor results in onions with a lot of water and sweetness, according to Kurt Schweitzer, one of the owners of Keystone Fruit Marketing Inc., based in Greencastle, PA.

Derrell Kelso, president of Onions Etc., a division of Farmington Fresh based in Stockton, CA, says the sweetest onions are short-day onions that grow in sand and sandy

loam soil. "This is why sweet onions are known by their geographic name," says Kelso. "There are all these pyruvic acid and sugar tests, etc., but the bottomline is a sweet onion is an onion that is a short-day onion grown in sand. It's the lack of sulfur versus sugar levels that makes it sweet. Sand does not have sulfur in it; thus sweet onions don't get the sulfur when grown in sand. I tell everyone all the time, Jalapeno's sugar levels are higher than most sweet onions; that does not make the Jalapeno sweet."

Peru's seasons and climate allow retailers

to offer sweet onions during the fall, winter and early spring — as the seasons for Vidalia and Walla Walla onions are ending. Vidalia finishes out of storage in early August, and Walla Walla runs through August.

"And then really all domestic production, United States production, of sweet onions is finished," says Schweitzer. "Then you get into Southern Hemisphere or Peruvian sweet onions from that point on."

According to John Shuman, president and director of sales for Shuman Produce in Reidsville, GA, Peruvian onions drive the



PHOTOS COURTESY OF ONION, ETC.

Put Your Sweet Onion Category In Our Hands.



Doing the Right Thing for Your Business and the Sweet Onion Category.

At Shuman Produce, doing the right thing is in our DNA and we are proud of our sweet onion heritage. Today, we are an industry-leading sweet onion supplier who believes that an emphasis on long-term relationships, product quality, innovative marketing and category differentiation is what sets us apart. Call us today to learn more about the number one consumer-preferred fall and winter sweet onion from Peru.

Learn more at www.realsweet.com



Taste the Real Difference.®





PHOTOGRAPH BY DEAN BARNES

“Sweet onions make the perfect pairing for burgers, sausage and chicken on the grill, and research shows that merchandising them together increases sales of both products.”

— John Shuman, Shuman Produce

onion category, accounting for nearly a third of total sales.

“Our Peruvian sweet onion season lasts from the early fall through the late winter months and allows retailers to keep a consistent supply of high-quality sweet onions all year long,” says Shuman. “Through conducting shopper research, we found that a basket containing sweet onions is 40 percent larger than the average produce basket. A

consistent supply of sweet onions means retailers can take advantage of an increased ring at the register all year long.”

Kelso says Peruvian onions are popular because of their sweetness and flavor. They also stand out because of their flat shape and color.

Richard Pazderski, director of onion sales for Curry & Company in Collins, GA, says Peruvian sweet onions continue to fill the gap domestic sweets miss from August through February.

“This gap continues to slowly get smaller as more domestic sweet onions are planted, storage capability grows, and new regions are growing sweet onions,” he says. “However, the domestic appetite for sweet onions continues to grow, and retailers that market sweet onions

year-round are definitely seeing the benefit.”

Build A Campaign Behind Peruvian Sweets

The fall and winter months are a time when consumers start heading indoors and cooking more. That means retailers have lots of chances to highlight Peruvian onions for shoppers.

“The fall presents a great opportunity to merchandise sweet onions as a part of fall grilling-themed displays featuring favorite items served at tailgates,” says Shuman. He suggests retailers consider outdoor displays of produce, including Peruvian onions, to maximize sales while people are still grilling.

“Sweet onions make the perfect pairing for burgers, sausage and chicken on the grill, and research shows that merchandising them together increases sales of both products,” says Shuman. “Merchandise them alongside ground beef and sausage to promote the perfect grilling recipe. Create a display including sweet onions, bagged salad, tomatoes and refrigerated dressings for a flavorful salad promotion.”

Pazderski says Peruvian sweet onions are marketed as one of the best sweet onions available during its season with an emphasis on their unique, flat shape. “They are indeed a sweet onion, with a mild and sweet flavor compared to storage onions,” he says. “They are and should be marketed as sweet onions, taking advantage of their subdued flavor and the fact they are tear-free.”

Campaign themes around October, which is Breast Cancer Awareness Month, should offer an opportunity to promote antioxidants found in onions. Then into Thanksgiving and Christmas, recommend lots of recipes that include onions. New Year’s means dieting, and according to Schweitzer, onions are a big part of healthy eating. Toward the end of January, it’s Super Bowl party time.

“There’s a big cross-promotional advertising time when you should promote guacamole and other things,” says Schweitzer. He adds that retailers are already doing a good job of sharing information about sweet

Good Onions Great Cause

Our pink **Breast Cancer Awareness** packs tie into the national campaign nicely, and as an added value we offer consumers special cancer-fighting and longevity recipes by cookbook author, Rebecca Katz, healthful living tips and a free gift.

Consumers Choose Our Charity!

By voting online at PeriandSons.com/giving_back, consumers will help us pick the breast-cancer charity that will receive this year’s donation.

Where good things grow.™

Call our sales team for more information

Jessica Peri 775-463-6326	Cindy Elrod 775-463-6318	Mindy VanVleck 775-463-6313
------------------------------	-----------------------------	--------------------------------

onions in their circulars.

"I think that is probably one of the most important things they do," he says. "They're educating customers that this onion comes from a special area in Peru; it's very similar to other sweet onions. It has its fresh season and that's why you don't see the Vidalia year-round, and why you don't see the Walla Walla year-round. They only have a certain period for when they are fresh."

Peruvians Keep Sweet Onions In Season

Because Peruvian onions are year-round, retailers can always offer customers sweet onions. "This keeps consumers coming back for more all year long," says Shuman of Shuman Produce.

Once barbecue season is over and tailgaters pack up for the winter, it's time to promote onions as part of special meals at home.

"Sweet onions are perfect for comfort foods during the winter months as well," Shuman says. "Dishes including French onion soup, and a variety of stews are enhanced by the sweet flavor of the onions."

When it comes to marketing, Keystone Fruit Marketing's Schweitzer says retailers are already doing a good job. "They're promoted on a year-round basis, every couple or three weeks because the sweet onion leads the onion category in sales; it far exceeds the sales of all other onions in the categories," he says. "The retailers always promote that."

Barry Rogers, president of Sweet Onion Trading, based in Grant, FL, says retailers are doing a good job of showcasing the versatility of sweet onions by displaying them throughout stores. "I'm seeing sweets all over the stores these days," he says. "In the meat section, in the bagged-salad cooler . . . by moving the display around and pairing it with just about anything, it draws attention and increases sales."

Curry & Company's Pazderski says showcasing the diversity of sweet onions and using social media to share recipes are both ways to entice customers to buy more onions. "You need to keep the message out there, so whenever customers shop your produce department, they somehow have sweet onions on their mind," he says. "A solid marketing plan includes distinctive signage, a promotion and availability schedule, and a social media schedule. By planning all these elements, so your customer will know you are carrying sweet onions."

Another marketing point Shuman suggests exploring is using onions as part of an easy-meal display. "Merchandising sweet onions

Marketers agree that packaging with recipes and/or highlighting seasonal events are great tactics to increase sales.

2 lbs.

Healthy • Quick • Easy

HOME GROWN
From our home to yours.

Sweet Onions

Sweet Onion, Radish and Grapefruit Salad

Make sure all ingredients are chilled before assembling salad or chill for 30 minutes after preparing for best flavor.

Prep Time: 15 minutes

- 2 large ruby red grapefruit, peeled and sectioned
- 6 radishes, very thinly sliced
- 2 large firm but ripe avocados, peeled, pitted and cubed
- 1 small sweet onion, very thinly sliced
- 2 tablespoons chopped fresh cilantro
- 2 tablespoons lime juice
- 2 tablespoons extra virgin olive oil
- 2 tablespoons sugar

Salt and freshly ground pepper to taste

Carefully cut away and discard membranes from grapefruit; cut sections in half and place in a serving bowl with radishes, avocados, onion, and cilantro. Whisk together remaining ingredients and pour over salad. Serve within 1 hour. Makes 6 servings.

Onions Etc. Inc. • Stockton, CA • T

PHOTO COURTESY OF ONIONS, ETC.

alongside additional products that can be combined to produce an easy meal solution draws consumers in and raises the ring at the register," he says. "Consider displays outside of produce to maximize sales during the fall months when grilling is top of mind for consumers. Sweet onions make the perfect pairing for burgers, sausage and chicken on the grill, and research shows that merchandising them together increases sales of both products."

On Display

Shuman notes retailers recognize displays drive sales. Because of that, Shuman Produce provides bags, bins and boxes that feature the product and bright and colorful imagery to draw shoppers' attention.

"We suggest placing sweet onions in the center of the produce department for maximum effect," says Shuman. "Secondary displays are recommended during peak season and holiday promotions to take advantage of the incremental sales hikes seen during those periods. Based on recent

research we conducted with the Nielsen Perishables Group, there are a variety of great cross-merchandising opportunities for sweet onions and related products within the produce department. Sweet onions have been shown to drive sales of these products and dramatically increase the likelihood of purchase amongst consumers who already have sweet onions in their baskets."

Pazderski says displays should focus on the uniqueness and flavor of Peruvian sweet onions. "We suggest either a stand-alone display (in a higher traffic area, if possible), or, if you market them with your onions, we suggest POS or a display technique to ensure customers see they are different than regular onions," he says. "The most effective displays make a consumer aware that sweet onions are available now and are a delicious onion alternative."

"For Peru sweets, we also suggest you focus on flavor. For our domestic sweet programs, we often combine a local/regional message with delicious flavor, but since Peru sweets are imported, we suggest you focus on flavor."

Sales And Packaging

Kelso of Onions Etc. says he sees sales staying steady with a slight increase from last year. "As the economy improves and discretionary money increases, people will spend that extra buck for a sweet onion," he says.

When it comes to packaging onions, it would appear that bigger is better. "Bulk onions remain the most popular size," says Rogers of Sweet Onion Trading Co. "Consumers work well when the price point is attractive."

Pazderski agrees that larger packages are key. "The primary methods for sizing and packaging sweet onions at the retail level are typically jumbo sweets as bulk and medium sweet onions packed into a wide variety of consumer bags," he says. "These bags come in sizes from 2 pounds to 10 pounds for the most part." Schweitzer says it's most effective to offer a combination of loose onions and consumer bags of 2, 3 and 5 pounds alongside larger bags. "Sales are incrementally higher when they offer both side by side, and most stores do that," he says.

Getting Social

Shuman says retailers should take the Internet and social media into account when creating marketing plans for onions. "Consumers are using the web to plan meals and their shopping lists before they step into a store," he says. "Shoppers on a budget aren't likely to deviate from their lists, so reaching

NATIONAL ONION SHOWCASE

Keystone

AUTHENTIC SWEET ONIONS

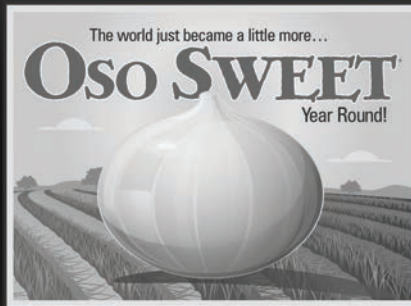


LIFE SHOULD BE THIS SWEET



**Year Round
Sweet Onions,
Asparagus,
Peaches, Apples
& More!**

Keystone Fruit Marketing, Inc.
1.800.498.1577
Email: sales@keystonefruit.com
Headquarters: Greencastle, PA



Year Round Sweet Onions: Chile, Mexico, Texas, Vidalia, California, New Mexico and Peru

For higher gross sales, contact:
Mark Breimeister, National Sales Manager:
(248) 681-9020 / mbreimeister@ososweetcompany.com

www.ososweetonions.com



Reliable. Flavorful. Fresh.
Call 1.800.VIDALIA



www.BlandFarms.com



**SAVE THE DATE
DECEMBER 2-4, 2014**

FOR MORE INFORMATION:

PH: 212-426-2218
www.nyproduceshow.com



“You need to keep the message out there, so whenever customers shop your produce department, they somehow have sweet onions on their mind. A solid marketing plan includes distinctive signage, a promotion and availability schedule, and a social media schedule.”

— Richard Pazderski,
Curry & Company

them through social media can help them decide to buy onions while they’re planning their lists on a computer or smartphone.

“Promoting sweet onions through social media channels such as Facebook, Twitter, YouTube and Pinterest is a good way to catch a shopper’s eye during their planning before shopping,” says Shuman, adding that Shuman Produce communicates with consumers through educational interactions about how onions are grown and how they can be used.

“Promotional programs can create unique opportunities to highlight sweet onions and their usage in a variety of recipes,” says Shuman. “We suggest retailers include sweet onions on the weekly ad during peak promotional periods or unique cross promotions as a strong way to reach consumers before and during their shopping trips.”

He adds that this year’s “What’s in Store 2014” report from Nielsen Perishables Group suggests retailers work to capture consumers with convenience items and promotions. Some examples from the report include offering cross-department “meal deals,” making cross-promotions feature a recipe, and promoting the purchase of the products used in the recipes. “It’s the stories surrounding a product and how the product can be used that drives consumer interest — and that interest can spread quickly through social media,” says Shuman. Ultimately leading to sweet sales.

pb



ALL PHOTOS COURTESY OF THE MICHIGAN APPLE COMMITTEE

The Michigan Apple Committee reports that the Honeycrisp variety is so popular that growers are planting more crops to meet demand.

Apples From America's Great Lakes Region

Michigan varieties offer opportunities for higher autumn sales. **BY ANTHONY STOECKERT**

Autumn is all about apples. Eating a fresh apple on a crisp, cool day, having an apple pie or cake for dessert, and enjoying some apple cider, either cool or hot, are all traditions during the fall.

And more and more people are celebrating the seasonal change with Michigan apples. While Washington still is the No. 1 state in terms of apple production, Michigan and New York rank near the top and often go back-and-forth in the No. 2 and No. 3 spots.

"We haven't confirmed the final number, but we are either second or third in apple production; 2013 was a record crop year for Michigan," says Diane Smith, executive director of the Michigan Apple Committee, based in Lansing, MI.

Wherever Michigan apples rank, the bottomline is, they're a big part of people's lives this time of year.

"As you get back to school and the season progresses, leaves are falling, people think of apple harvest," says John Schaefer, president of Jack Brown Produce, based in Sparta, MI. "So autumn is very important to the industry, and it also sets the tone for the balance of the season. If you get some good promotions going with retailers and you can make sure

you get some product out there, that certainly bodes well for the rest of the year."

Apple Appeal

Schaefer says there are several reasons Michigan apples appeal to people, and the main reason is flavor.

"We have excellent-tasting apples," he says. "It's a factor of the climate we have here, the

rainfall, the growing conditions, the soils along the eastern shore of Lake Michigan."

He says most varieties grow throughout the entire state, as opposed to regions specializing in certain types of apples.

"I think it's pretty much across the board," says Schaefer. "Obviously, we've got a fairly long growing area here, from the Indiana state line all along the eastern shore of Lake



APPLES, A HEALTHY CHOICE

Spreading the message of the health benefits found in apples is one way Diane Smith, executive director of the Michigan Apple Committee, based in Lansing, MI, suggests that retailers increase sales.

“Apples are the most cost-effective health food there is. And they taste great,” she says. “So promoting their health benefits is really a no-brainer.”

And healthy and local go hand-in-hand. “Reminding shoppers to buy local, make healthy food choices, and letting them know all the great ways they can incorporate apples into their meals are the main ways we encourage more consumption,” she says. “Also, any time we can get them to taste a Michigan apple, we know they will come back for more.”

Selling apples in the fall is a natural, but taking steps to express just how special this fruit is at this time of year can help boost sales.

“Autumn and Michigan apples go together like apple pie and ice cream,” says Smith. “First, because it’s when our growers finally harvest the fruits of their hard work — pun intended. But also, there is a great deal of consumer excitement around the fall apple harvest.”

“Here in Michigan, apples are not just an item on the grocery list, especially in the fall. There are family traditions of visiting orchards, drinking freshly pressed apple cider, baking pies as a family. Apples in Michigan aren’t just food, they are a way of life.” **pb**



This crop is located at “Fruit Ridge,” which is just north of Grand Rapids and is the main area responsible for the majority of apple production in Michigan.

“We’re looking at a really good crop. The size is there, and there’s been adequate moisture.”

— Mike Rothwell,
BelleHarvest Sales Inc.

Michigan up toward just past Traverse City.

Michigan’s location in the Midwest allows the state’s apple industry to sell product in various parts of the country.

“We sell anywhere basically east of the Rockies,” says Barry Winkel, partner and general manager of Greg Orchards and Produce in Benton Harbor, MI. “If New York has a big crop, well, of course we don’t get out there so much. But we’re going to Texas, St. Louis, Kansas City, all through the South; the South is a big area for us. Of course Chicago from here is only 100 miles away so that’s a big area as well.”

Mike Rothwell, president and general manager of BelleHarvest Sales Inc. in Belding, MI, says the company sells apples everywhere

east of the Mississippi, adding that Minnesota, Oklahoma and Texas also are good markets for Michigan apples. The company also exports to the Caribbean, Mexico, Central America, Brazil and India.

This Year’s Forecast

Rothwell has high expectations for this year’s crop. “We’re looking at a really good crop,” he says. “The size is there, and there’s been adequate moisture.”

He expects Michigan to produce 27 million to 28 million bushels of apples, following last year’s record total of 30 million. That, he says, will mark the highest back-to-back totals since 2006 and 2007.

Schaefer backs that up. “We’re looking at a very nice crop this year,” he says. “The weather has been very positive for us. The only thing probably that’s changed a little bit from last year is we have a little more differentiation in the varieties. The Red Delicious were down a little last year; this year they’re going to be up.

“The varieties everyone seems to be interested in, the Honeycrisp for example, are going to be an excellent crop. The growing season has been very, very good for us so far.”

Smith says Michigan apples are sold in 26

states and 18 countries. Their popularity stems from a very simple fact.

“Without a doubt it is flavor,” she says. “Michigan apples simply taste better than apples grown elsewhere. Our climate here is unique. We are surrounded by the Great Lakes; we have nutrient-rich soil, warm summers and long winters. When you crunch into a Michigan apple, you immediately know it — it’s full of flavor!”

Talking about the season specifically in southwest Michigan, Winkel says volume for apples is down, especially for Red Delicious.



“Without a doubt it is flavor. Michigan apples simply taste better than apples grown elsewhere. Our climate here is unique. We are surrounded by the Great Lakes; we have nutrient-rich soil, warm summers and long winters.”

— Diane Smith,
Michigan Apple Committee

“Last year we had a bumper crop and normally you don’t get two bumpers in a row,” he says. “We have a good crop. Three-quarters of last year is still a good crop.”

The key varieties in the southwest part of the state, according to Winkel, are Gala and Red and Golden Delicious.

“The season is a little late, because of the cold spring and we’ve had a real cold summer here too,” he says, adding that the morning temperature on a late July day was 56 degrees, well below the normal. Still, he expects Red and Golden Delicious and Galas to catch up and hit retailers around September 10 to September 15.

Popular Varieties

Smith says Michigan’s premium apples are Honeycrisp, Gala, Fuji and Jonagold. “They are consistently the top choices in our consumer testing,” she says.

She adds that Honeycrisp are so popular that growers have been planting more Honeycrisp trees in recent years.

“Growers are open to making changes based on consumer demand,” she says. “They’ll also make changes based on information learned through research, and

knowledge about which varieties grow best here in Michigan.”

When asked which apples are popular and which are growing in popularity, Rothwell says the Honeycrisp is the answer to both.

“They’re very popular already and they continue to grow in popularity,” he says. “In addition to Honeycrisps, we’re seeing a lot of demand for Galas, Fujis, and Jonagolds.”

According to Schaefer, Red Delicious apples have universal appeal and are one of the most popular varieties. He also points out

EXPERIENCE MATTERS.

Rog and I get to know our customers’ preferences. Color, size – we don’t let anything fall through the cracks. As co-owners we are the decision makers.

Rog & Dawn Geers
Co-owners
Savvy Sales, 60 years (combined)

RIVERIDGE
1990 2015
25 YEARS
TWENTY FIFTH ANNIVERSARY

Riveridge
PRODUCE MARKETING, INC.

Michigan Grown to Global Standards™

Riveridge Produce Marketing, Inc.
9000 Fruit Ridge Ave. NW | Sparta, MI 49345
(800) 968-8833 | riveridgeproduce.com

that Gala apples are growing in popularity, both in the domestic and export markets.

Marketing Measures

Smith says the Michigan Apple Association works with retailers to come up with programs that fit each store's plans. She adds that promoting the locally grown theme has been successful with many stores.

"Consumers are interested in buying apples grown locally and supporting local farmers," she says. "They also feel apples grown nearby taste fresher, according to our consumer research."

Schaefer says Jack Brown is working with retailers by providing options in terms of packaging. "We're offering different combinations of packs, varieties, sizes," he says. "Every retailer is trying to find their spot and we're here to help them do that."

He says Jack Brown Produce works with retailers by packing apples to order. He says the focus is giving retailers what they want.

He also recommends ad promotions. "Not only for us but for the retailers as well," he says. "That stimulates movement, and it's a very good thing."

Social media platforms offer promotional



opportunities according to Schaefer. These could be used, for example, to let customers know what apples are in stock or have just arrived in the store, or to share recipes.

"Whether it's Twitter, Facebook, Instagram,

there's a whole bunch of platforms out there we can utilize as an industry now to help promote the product, to make consumers aware of what's available and what we might be featuring at any given time," he says. **pb**



MICHIGAN APPLES

Have you made your fall plans with Michigan Apples?

Source Michigan Apples and plan your fall programs today.

Michigan's sunny summers, cool nights and nutrient-rich soil produce the best-tasting apples.

Contact your Michigan Apple supplier today. Get information at MichiganApples.com/retail.

©2014 Michigan Apple Committee



**MORE.
BETTER.
LONGER.**

This season, our growers' orchards will again be bursting with apples of exceptional quality.

Our controlled-atmosphere storage and two modern lines mean you can get those great tasting apples delivered virtually year 'round.

Apple Ridge®



Jack Brown Produce, Inc.
Call 616.887.9568
Pat Chase or John Schaefer
8035 Fruit Ridge Ave. N.W., Sparta, MI 49345
JackBrownProduce.com

producebusiness
MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

INITIATING INDUSTRY IMPROVEMENT

To get ahead in the produce business, you need to stay ahead of the produce business.

For subscription information, please go to producebusiness.com or call us today at 561-994-1118, Ext 109



(L-R) PHOTOS COURTESY OF NATIONAL MANGO BOARD



In a 2013 study conducted by the National Mango Board, mango purchases increased significantly in comparison to 2011, with 73 percent of current buyers purchasing mangos at least once every two or three weeks in the spring and summer (against 62 percent in 2011).

Mixed Outlook For South American Mangos

Although the market remains hot, unfavorable weather will affect volume. **BY GILL MCSHANE**

The South American mango import season is gearing up to be buoyant in the U.S. this year with huge opportunities ahead for the industry thanks to burgeoning consumer demand for the popular tropical fruit.

As the 2014/15 deal gets underway, however, uncertainty remains over arrival times and volume in view of inclement weather across the region and the potential threat of the El Niño phenomenon in Ecuador and Peru.

South America's mango season typically kicks off with Brazil in August as Mexico's supply winds down, followed by Ecuador in September and Peru in December. But this year's arrivals look set to be slightly delayed, according to suppliers and importers.

"Weather is affecting the Brazilian mango crop, so the first arrivals will be light in mid-August before a peak in September," explains Ronnie Cohen of River Edge, NJ-based Vision Import Group.

"Two of the three packers that we work with are slightly delayed by one week and have a little less volume than last season. But two weeks into the export season they expect

to catch up with regular volume and maybe have a peak in supply. That said, the outlook across Brazil's mango-growing area in Petrolina is varied because of its numerous microclimates."

According to Fundación Mango, which is the Ecuadorian Mango Foundation, the first Ecuadorian mangos should set sail later than usual in early October and arrive at U.S. ports by the middle of October. Production is set to slide by 20 percent following late rains and warmer temperatures, while the export forecast is yet to be determined.

"The outlook for Ecuador and Peru are unknown," confirms Cohen. "The countries on the West Coast of South America are affected by El Niño, which happens roughly once every five to seven years. In Ecuador there will be some effect and primarily with the Kent variety as we've seen this already in Mexico. But the majority of Ecuador's supply is Tommy Atkins, while in Peru their crop is mainly Kent."

Despite the delays, the transition in supply between the three countries is expected to be smooth, pointing toward stable marketing

SOUTH AMERICAN MANGO IMPORTS INTO THE U.S. ('000 POUNDS)

	2011	2012	2013
BRAZIL	5,465	5,338	5,273
ECUADOR	6,694	8,343	10,116
PERU	9,962	5,942	9,096

Source: National Mango Board

conditions. “Based on the facts so far we foresee a smooth transition between Brazil, Ecuador and Peru,” says Bernardo Malo, president of Fundación Mango. “The market should therefore remain healthy because we are not foreseeing any oversupply situations that can cause a lot of harm to the entire industry.”

Brazil, Ecuador and Peru rank among the U.S. market’s top six global sources for mangos, according to the National Mango Board (NMB). Mexico, Guatemala and Haiti make up the rest of the group, which combined supplies 99 percent of all mangos

imported into the U.S.

Peru represents the market’s largest supplier from South America. In 2013/14 NMB estimates Peru shipped 122.4m pounds or 13.9m (8.8 pound) cartons of the fruit to the U.S., followed by Ecuador with 107.3m pounds or 12.2m (8.8 pound) cartons, and lastly Brazil with 52.7m pounds or 5,992 (8.8 pound) cartons.

Booming Demand

Mango consumption in the U.S. has increased by 53 percent since NMB was estab-

lished in 2005, and the organization only sees that upward trend continuing as U.S. consumers become more comfortable selecting and preparing the fruit.

“In our 2013 Attitudes and Usage Study mango purchase frequency increased significantly in comparison to 2011, with 73 percent of current buyers purchasing mangos at least once every two or three weeks in the spring and summer (against 62 percent in 2011), and 54 percent in the fall and winter (compared with 43 percent in 2011),” explains Megan McKenna, NMB’s director of marketing.

This year Cohen suggests it will be a good season for South American suppliers, with great pricing and great results for growers. “Demand has been increasing exponentially each year and there is a long way to go yet,” he says. “There is still a huge opportunity for more people to consume mangos and for the fruit to become mainstream.”

Fundación Mango’s Malo believes mangos have already caught the attention of U.S. retailers and agrees that global demand is increasing, particularly in the U.S. “Mangos are definitively not considered a specialty anymore as they have turned into a tropical fruit that consumers buy on a regular basis,” he says.

Opportunities For Expansion

With mango consumption rising, South America is steadily shoring up its position as an essential counter seasonal supplier to the U.S. market; ensuring the fruit remains available to consumers all year round.

“South American mangos are very important to the U.S. market because these mangos are available when Central America’s are not,” McKenna points out. “South America allows U.S. consumers to enjoy mangos in the colder months of the year.”

As consumer awareness grows about mangos and their availability, marketers are confident that more movement will be seen from South America during the second half of the year. “The increase in volume from South America is already happening,” says Cohen. “The market is looking to overcome that tendency for consumers to eat mangos mainly in the summer months. So, mangos are now being consumed in the U.S. even in the coldest months of the year.”

Cohen says South America is particularly well placed to serve the future growth in U.S. demand given the region’s proximity to the market. “For other countries that might want to ship mangos to the U.S., like the Philippines, Pakistan, India or Australia, logistics is

Side Note

STABLE OUTLOOK FOR BRAZIL



(L-R) PHOTOS COURTESY OF BRAZILIAN FRUIT INSTITUTE



The Brazilian mango sector expects to ship approximately 5.8 million (8.8 pound) boxes or 24,000 tons to the U.S. between August and mid-November, according to the Brazilian Fruit Institute (IBRAF).

“Last year Brazil harvested 1.1 million tons of mangos and for 2014 we should have a slight increase in production to 1.2 million tons since we are not predicting any weather problems,” explains Cloves Ribeiro Neto, a business intelligence officer at IBRAF. “The El Niño phenomenon that has been affecting Peru does not impact Brazil in the same intensity so it will not affect the mango crop.”

Overall, IBRAF predicts Brazil’s global mango exports will rise by 7 percent in 2014 to 130,000 tons. Of that total, 24,000 tons will be directed to the U.S. That volume, however, is estimated to be in decline due to the high cost associated with exporting to the U.S.

“North America is the second-largest importer of Brazilian mangos; it’s an attractive market but export costs are

high because of the required phytosanitary treatment with hot water, which limits the growth of new exporters,” says Ribeiro.

Nonetheless, Brazil is continuing to explore greater supply opportunities across the world, with a specific focus on the East. “The growth in production this year is also partly because of positive export growth in new markets such as Russia, eastern Europe and the UAE,” says Ribeiro.

Brazil is currently the eighth-largest mango producer in the world, according to IBRAF, and as such remains attentive to international demand. To that end, the industry has been working to expand the number of mango varieties it offers to the global market.

“Tommy Atkins is still the main variety produced as well as Manga, but we are already working with large volumes of Kent, Keitt, Haden and Palmer,” says Ribeiro. “More recently, we have been developing, producing and exporting the Ataulfo variety too.”

pb

ECUADOR ANTICIPATES DOWNTURN



PHOTO COURTESY OF FUNDACIÓN MANGO

Ecador is facing a 20 percent decrease in its mango crop this season, according to preliminary estimates from Fundación Mango.

“It’s still too early to predict exports as the trees have not fully flowered yet due to the weather, which clearly shows the season will be somewhat delayed,” says Bernardo Malo, the group’s president.

Malo says weather conditions and constant changes in Ecuador’s climate are affecting production. “Late rains together with warmer temperatures are clearly not helping,” he notes. “All this is a signal that El Niño could be around the corner even though we prefer to remain cautious at this point.”

Last year Ecuador shipped 11.8 million (8.8 pound) boxes of mangos between late September and the first week of January. Although it remains too early to forecast sizes, Fundación Mango expects reasonable sizing, given volume will be reduced which tends to result in individual fruits growing bigger.

Price-wise, the U.S. market should be firm in view of the anticipated reduction in availability. “Prices should be reason-

able this year as this usually happens when the market does not get oversupplied,” confirms Malo.

The U.S. receives around 80 percent of Ecuador’s mango crop largely due to the short transit times between the two nations and high demand in the U.S. for the Tommy Atkins variety, which accounts for around 70 percent of Ecuadorian mango production.

Indeed, Malo points out that Ecuador is actually focusing on consolidating its presence in the U.S. by continuing to work toward new standards that comply with the latest requirements. At present, however, he says the industry has been significantly affected by the expiration of the Andean Trade Preferences Act and also the Generalized System of Preferences (GSP).

“Since last year each box of mangos has been heavily assessed upon entry by U.S. Customs,” explains Malo. “U.S. importers and shippers share the same concern as we cannot afford to lose competitiveness. Hopefully GSP will soon be renewed though and things will return to normal.” **pb**

an issue; it’s an expense that I’m not sure consumers will pay for,” he suggests.

Thanks to numerous areas of opportunity, NMB sees many possibilities for mango growth in the U.S. “Only 27 percent of consumers know how to select a ripe mango, while 35 percent of consumers say they just

don’t think about mangos,” says McKenna.

Although mango retail sales in the U.S. grew by 14 percent to \$214 per store per week during 2013, McKenna notes that mangos only represent 0.4 percent of retail produce department sales, which points toward further growth opportunities. At a foodservice level, mean-

while, mango menu penetration is only at 15.4 percent, according to NMB.

Barriers To Growth

While the U.S. represents a huge marketplace for South America’s mango suppliers to explore, future growth will ultimately depend on consumer education, communication with suppliers and the weather.

“The only glitch in achieving greater volume is inclement weather,” says Cohen. “You can improve the crop, get creative with marketing and educate consumers but there is nothing you can do about the weather. What’s very important though is communication with the growers and packers — they need to know what the consumers want in terms of pack sizes, quality and added value so they can respond.”

Consumer-wise, NMB is working to overcome the most common barriers to purchasing mangos including how to select, ripen and cut the fruit. “Most U.S. consumers don’t know these basics so they don’t risk buying the fruit,” says McKenna. “Obviously good quality is essential but more education around these barriers will increase mango purchases year-round.”

Merchandising Strategies

NMB works individually with U.S. retailers to customize mango promotions to their specific needs, goals and interests. Activities are applied to mangos from all sources and spread across the whole category including organics and fresh-cut. Moving forward, the organization believes it is time to move mangos out of the exotic section and into mainstream produce department displays.

“When mangos are placed with other high-volume, mainstream fruits it sends a message to consumers that mangos are familiar, easy to use, and should be part of their weekly meal plan,” McKenna explains. “Half of current mango purchasers buy mangos on impulse. So, by placing mangos in the mainstream flow of the produce department retailers can tap into that impulse and take their mango sales to the next level.”

Big displays, sampling and consumer education are other excellent strategies to help overcome purchase barriers. With that in mind NMB offers a wide selection of point-of-sale materials to teach shoppers how to select, ripen and cut mangos. Through recipe tearpads the organization also provides consumers with usage ideas and teaches consumers about the health benefits of mangos.

Specifically for retailers, in April NMB

EL NIÑO TO CUT PERU OFFER



PHOTO COURTESY OF THE PERUVIAN ASSOCIATION OF MANGO PRODUCERS AND EXPORTERS

The Peruvian mango industry is forecasting a 30 percent decline in exports and a three-week delay to the start of its campaign due to El Niño.

Last year, the sector shipped 120,000 tons, according to data from Apem (the Peruvian Association of Mango Producers and Exporters), which points toward an export crop of no more than 90,000 tons for 2014/15.

“This is an initial estimate because we still believe August might bring favorable temperatures,” points out José Antonio Gómez, chief commercial officer at Camposol, Peru’s leading fresh produce supplier.

So far this year Gómez says the minimum temperatures in Peru’s mango-growing regions have not been optimal. “In July the temperatures registered below 18°C, which has led to a three to four-week delay in the campaign,” he explains. “It’s expected that 2014 will be an El Niño year although it’s unclear

what impact this could have on the upcoming months.”

Despite the reduced volume, Peru plans to maintain a good balance between its exports to the U.S. and Europe, depending on market conditions. “If demand follows the same pattern as last year the U.S. market should have a lack of product at the peak of the Peruvian campaign so prices should remain at healthy levels,” says Gómez.

Due to the crop shortfall, sizes are set to be larger in 2014/15 when Peru is also hopeful of receiving approval from the U.S. government to export larger mangos measuring between 650 grams and 800 grams — sizes which, to date, have been supplied to the European market. **pb**

launched a monthly Mango Mover retail email newsletter, which delivers promotion ideas, along with consumer insights, crop informa-

tion and other details. The association also shares recipes on its website and through social media as well as reaching out to the media.

“Half of current mango purchasers buy mangos on impulse. So, by placing mangos in the mainstream flow of the produce department retailers can tap into that impulse and take their mango sales to the next level.”

— Megan McKenna, National Mango Board

NMB claims to run funded mango promotions nearly every day of the year, and with holiday festivities just around the corner the organization is working with its spokesperson, Clinton Kelly, to teach consumers how to ‘mangover’ their celebrations with mangos.

“We will be doing a big holiday entertaining/New Year’s push,” reveals McKenna. “We’ll be focused on adding mangos to New Year’s Eve parties and celebrations as an exciting addition to everyday dishes. Additionally, we will be talking about New Year’s Eve resolutions and the sweet nutrition that mangos deliver with 100 percent vitamin C, 35 percent vitamin A and 100 calories per fruit.” **pb**

WORLD TRADE CENTER® MIAMI presents

18th Americas Food and Beverage Show & Conference

Exhibiting – Reserve Your Booth NOW!
Discount Code: **PBM**

Visiting – Register NOW!

October 27-28, 2014
Miami Beach Convention Center, Hall C

NASDA SPONSORS: **USDA**

WORLD TRADE CENTER® MIAMI

For More Information Call (305) 871-7910 x221
or Email: info@worldtrade.org

www.americasfoodandbeverage.com

Philly Market Distinction



Wholesalers discuss how PWPM's cold chain management, local sourcing, and variety make the market thrive. **BY JODEAN ROBBINS**

With just three years in operation, the Philadelphia Wholesale Produce Market (PWPM) is experiencing dynamic change and growth. "Investment in shipping to and buying from the Philadelphia Market right now would be a wise choice," says John Vena, president of John Vena Inc. "Having passed our third anniversary here, the merchants and the business have turned a corner. We passed through the [most difficult] portion of our journey, and we see plenty of opportunity ahead."

"Business is hopping here at PWPM," concurs Tom Kovacevich III, general manager at T.M. Kovacevich Co. of Philadelphia. "PWPM is clean and cold-chain protected, the customers truly enjoy shopping here. Our new style market has been 'one giant step' for produce in the region."

"In June we celebrated our third anniversary here at the new market, and we're still growing," explains Mark Levin, owner of M. Levin & Company, Inc. "That should answer any skepticism about our state-of-the-art facility and our ability to survive in these competitive and economic times."

Sales at the new market will approach \$1.6 billion this year. The Market now employs 1,500, up from 1,100 at the former terminal on Galloway Street. Only 25 produce firms now operate in the new center as opposed to the 40 at the old terminal, but those companies have

expanded to fill the available space.

"Business at the Market is good and it's progressing," says Chip Wiehec, president at Hunter Brothers. "We made the commitment to an updated facility. Retailers who haven't been here before are recognizing the advantages of sourcing from us. We sold more new customers this year than in the past few years."

PWPM merchants report increased business. "Things are going great for us," says Mike Reilly Jr., member at Ryeco Produce. "I'm happy to report we still continue to grow after 25 years. We are up around 20 percent over last year."

"Market sales are up," concurs Rick Feighery, vice president of sales for Procacci Brothers. "We're seeing renewed interest in the market with more publicity about its benefits."

"Business has been growing," asserts Todd Penza sales representative with Pinto Brothers Produce. "It feels like we have more customers walking the market."

Service and quality are fundamental to success. "My motto has always been 'the customer is our boss,'" says Joe Procacci, founder and chief executive of Procacci Brothers. "We are a customer-driven business, and we always have been. A lot of things we tried have been successful, and a lot of things we tried have failed. The key to success is to keep trying and to keep responding to customer needs."

"Aside from the obvious edge our building gives us, we have a



Michael Watson of T.M. Kovacevich



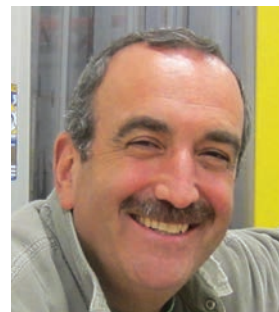
Bob Buchanan of T.M. Kovacevich



John Birch of T.M. Kovacevich



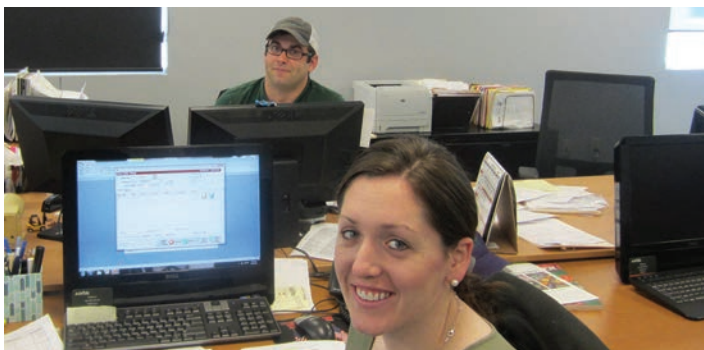
Frank Galindo of Procacci Brothers Sales Corp.



Rick Milavsky of B.R.S. Produce Co.



(L-R) Dan Vena and John Vena of John Vena, Inc.



(Front to back) Erin Gallagher and James DeMarsh of John Vena, Inc.



(L-R) John Nelli of Hunter Bros., Inc. and buyer, Jimmy Tsatsaronis



(L-R) Mike Maxwell and Rick Feighery of Procacci Brothers Sales Corp.

terrific group of merchants learning what it takes to do business in a rapidly changing world," says Vena. "Most importantly we haven't moved away from the basic foundation for any terminal market; we offer variety, freshness and quality every day."

Proven Cold Chain Benefit

The PWPM provides the advantages of any other terminal market plus other bonuses. "We offer competitive pricing, all brands and packs, buying services and more, and we do it in a temperature-controlled facility — minutes from the port of Philadelphia, interstates I-95 and I-76 and every major cold-storage facility in the region," says Vena.

"I love this market," says Rick Milavsky, president of B.R.S. Produce. "It's a wonderful place to work. It's so easy to unload and deliver. The product stays in excellent condition. The merchants are all experienced. There

is so much here."

"As a whole, the PWPM is a 'miracle,'" says Levin. "This facility enables us to handle more merchandise and in better condition. Shippers love to send us produce because they know

"I'm here every day buying for 20 stores in New York. I come here for the quality."

— Eddie Isayev,
Eddie's Produce

we can maintain the quality and integrity of their produce. As I have said in the past, 'If I were a box of fresh produce, this is where I would want to be.'"

Buyers find significant quality benefits on the PWPM. "I'm here every day buying for 20 stores in New York," reports Eddie Isayev, president of Eddie's Produce in Brooklyn, NY. "I come here for the quality. You can choose your quality here."

"Our customers are having a ball here with the spaciousness and refrigeration," says Fadi Abi-khattar of Klinghoffer Brothers, Inc. "Neither they nor their product are now exposed to rain or snow or extreme heat."

After three years' experience, the new market shows proof of cold chain advantages. "We're definitely seeing cold chain benefits," says Keith Reilly, sales representative for Ryeco Produce. "Customers report product holds up better. Friday used to be a



PHILABUNDANCE

Got Food?

Help Feed Our Neighbors in Need

Donate Your Undeliverable Produce

Ask about potential tax benefits.

**To make a produce donation, please contact
Barbara Vesely at 215-339-0900 x1098.**



(L-R) Eddie Isayek of Eddie's Produce and Fran Carfagno of T.M. Kovacevich



(L-R) Alex Dvor of ADM Produce and Steven Yeckes of Klinghoffer Bros.

blow-out day for many but now we can hold product through the weekend. This is an advantage to our suppliers as well. We're able to do a better job and get them the best price. We aren't forced to sell because it's going to spoil soon."

"The quality implications of this facility are phenomenal," says Bobby Mueller, supervisor and sales at Nardella Inc. "Basically, we don't lose anything here unless it arrives in bad condition."

"The biggest advantage of the PWPM is how the product doesn't break the cold chain," says Milavsky. "There's no chance for it to heat up or freeze. This is the biggest

comment we get from those who buy here — how the product has greater shelf life."

Cleanliness and food safety are other benefits. "We have been able to add to our customer base because of this facility," says Levin. "We can hold produce longer if necessary and supply customers from a greater distance without worrying about it breaking down. We can now sell customers who were fed up with the condition of the old Philly Market or other antiquated terminal markets. Foodservice and retail customers concerned about cleanliness and temperature control no longer have to worry. We are ahead of the curve when it comes to the future of fresh."

Convenience And Efficiency Draw Buyers

Ease of shopping and loading are other positives. "Customers can touch and see the produce here and understand how what they're buying is a lot fresher," says John Collotti with Collotti & Sons. "This market gives customers the advantage of being able to load right into their truck."

"We make it very convenient for our customers to load," says Levin. "We are fully temperature-controlled, have electric dock plates and enough equipment to load trucks in a timely manner. This alone is a considerable savings to customers."

Giorgio
America's Favorite Mushroom

YOU CAN'T PICK A BETTER MUSHROOM PARTNER.

At Giorgio we work closely with produce category managers and food service customers to manage a plan that improves turns, efficiencies and sales. We're the premier brand because of the way we build relationships in the industry and in the homes of consumers. It's why supermarkets and food service distributors know that to grow their mushroom sales, you can't pick a better partner than Giorgio.

fruits & veggies more matters.

f in p
Equal Opportunity Employer

Giorgio Fresh Co. | 347 June Avenue, Blandon, PA 19510
800.330.5711 | www.giorgiofresh.com

COLLOTTI & SONS, INC.

The Quality House of Philadelphia

A full line of Domestic and Imported Fruits & Vegetables,

Solid Experience,

Convenient Location,

Dependable Service.

Sales:
Jack, Vincent, Jack Jr., Brian, & Chris Collotti, Jay Flancer, Robert Pardo & Michael Bozzelli

215-389-3335 (ss)
215-389-3338 (LD)
Fax: 215-755-9616

DEDICATED TO A BRIGHTER FUTURE



RYECO, LLC

Each and every day, everyone at Ryeco asks the same question:

How can we help our customers grow their business and become more profitable?

The answer always begins with excellent quality.

Whether it is Potatoes and Onions, Stone Fruit, Berries, Melons, Western Vegetables, Imported Fruit and Vegetables, and Local Produce in Season – we always work with the industry's top shippers to ensure premium quality.

Then, our state-of-the-art facility, unlike any other in the world, does the rest.

• Consolidation • Forward Distribution • 24/7 Service

*Units C3, C4, C5, C6, C7, D5, and D6
Philadelphia Wholesale Produce Market
6700 Essington Avenue • Philadelphia, PA 19153
215-551-8883 • Fax: 215-551-9036*



Bobby Mueller of Nardella, Inc.



Mark Semerjian of Nardella, Inc.



John Durante of Nardella, Inc.



Tracie Levin of M. Levin & Co.



Mark Levin of M. Levin & Co.



(L-R) John Collotti and Brian Collotti of Collotti & Sons



(L-R) Nick Stio, Ed Lord, Charles SanMartino and Ed Barba of B.R.S. Produce Co.



(L-R) Bill DeFelice of M. Levin & Co., Marty Berkman of Mardis Produce and Jeff Moore of M. Levin & Co.



(L-R) Fadi Abi-Khattar of Klinghoffer Bros.; Vinnie Iovine, Kevin Iovine and Jimmy Iovine of Iovine Brothers Produce

"It's easy to get in and out here," says Isayev of Eddie's Produce. "There is parking 24/7 and never a backup to get in or out."

Efficiency and convenience benefit buyers and suppliers. Ryeco Produce's Keith Reilly explains, "At this new facility we have trucks coming in the back along with the ability to go out the front. Being able to still do sales while unloading is big. We don't have to deny our customers a spot because we need to unload a truck. We have guys designated just for unloading suppliers and a separate team for loading customers."

"At this facility, we can load and unload at the same time," says Nardella's Mueller. "We

have plenty of doors for customers and plenty of room for product. With our knowledgeable sales staff and good service, this makes for a winning combination."

Hunter Brothers offers delivery to enhance service. "We have customers who want us to deliver," says Wiechec. "We see this as a greater opportunity to continue to meet our customer needs."

"We have long established businesses here," says Marty Roth, vice president for Coosemans Philadelphia. "There are many multigenerational businesses on the market. Service is what this business is all about, and it's about saving time and making the

customer happy."

The convenience of procuring in one place is valuable in today's world. "One of the biggest advantages customers have in shopping here is the ability to buy all their produce under one roof," says Levin. "To go to California or any place west and make multiple pickups is very costly. We have it all right here in one stop."

"The diversity we offer is advantageous," says Mike Maxwell, president of Procacci Brothers Sales Corp. "It's one-stop shopping for our customer base. In this time-crunched environment, we need to make our customers' lives easier. That's why we offer the diversity



Apples, transformed into the perfect pie. Bananas that will become baby's first taste of whole food. Grandma's sweet potatoes – always the hit of Thanksgiving dinner.

At T.M. Kovacevich Philadelphia, we're not just selling fruit and vegetables. We're helping our customers deliver fresh, superior produce that nourishes families, brings people together and makes lasting memories.

Produce is our passion. 

www.tmkproduce.com | Philadelphia, PA | 215-336-3160



Mickey Crawford of Ryeco, LLC



Keith Reilly of Ryeco, LLC



(L-R) Rich Maestro and John Flick of Ryeco, LLC

JOHN VENA, INC.

SPECIALTY FRUIT • VEGETABLES • HERBS

- *Custom Repacking for Food Service*
- *Full Service Avocado Ripening*
- *Food Safety Certified*

PHILADELPHIA WHOLESALE PRODUCE MARKET, UNITS F-1 – F-5
6700 ESSINGTON AVENUE, PHILADELPHIA, PA 19153

www.johnvenaproduce.com

Bus: 215-336-0766

FAX: 215-336-2812



FRESH HERBS • TROPICAL FRUIT • ASIAN VEGETABLES • GREEN HOUSE VEGETABLES



(Front to back) Marty Roth and Loren Roth of Coosemans Philadelphia, Inc.

to our customers. When you can combine multiple needs in one conversation, one PO and one delivery, it allows our customers to concentrate on their end of the business.”

“We offer so much to our customers in one place,” adds Frank Paone, director of marketing for Procacci. “Our job is to create opportunity for our customers. We help them explore new items, new packaging and new distribution options. As our customers look to differentiate themselves and meet their customer needs, we can provide solutions and creativity for them.”

Expanding Niches

Businesses on the PWPM continue to expand. “We’re adding shippers to expand into new lines,” says Collotti of Collotti & Sons.

“We’re doing more value-added products than we’ve done in the past,” reports Hunter Brothers’ Wiechec. “We’re selling more salads and fruit in retail packs.”

Specialty and ethnic produce continues to see growth. “Procacci is seeing significant and continual growth in ethnic or specialty items,” says Maxwell. “It’s a huge line — more than just the Top 10. We’re looking at the Top 40

fresh *taste*

Growing produce all over the world



**BY AIR
BY SEA
BY LAND
TO YOUR DINING ROOM TABLE**



FRESH TASTE CANADA

TEL: 416.255.2361

FAX: 416.255.8742

sales@freshtasteproduce.com

www.freshtasteproduce.com

FRESH TASTE USA

TEL: 215.739.5057

FAX: 215.739.5058

sales@freshtasteproduce.com

items. Each demographic has different needs, and we want to offer a good mix to meet these needs.”

“Our specialty business is growing,” agrees Joe Procacci. “We see growth in the number of

Hispanic and ethnic consumers, and we are committed to serving them.”

“We have been doing more direct import of fruit from several countries, mostly items appealing to the growing ethnic communities

in our region,” reports Vena of John Vena Inc. “We see real growth as ethnic items slowly continue to become mainstream.”

Procacci is working to drive specialty demand through better pricing and education.

PWPM LOOKS TO MORE LOCAL

BY JODEAN ROBBINS

In a return to the days of old, local produce is becoming a larger part of the local wholesale market deal. “People seem to forget our market has been a leading supplier of local produce since colonial times,” says John Vena, president of John Vena Inc. “Over the years, we responded so well to our customers’ demands for year-round supplies of every imaginable fresh produce item, and now we have been characterized as an outlet for everything but local.

“Customers want to know where their product comes from, and we have been very proactive in supplying that information,” adds Vena. “We sell a good amount of greenhouse grown product, and we are beginning to develop suppliers in the counties surrounding Philadelphia who have product we can use.”

“Local has always been part of what we do,” agrees Rick Feighery, vice president of sales for Procacci Brothers. He says the company has been supporting New Jersey, and other growing areas, by purchasing produce from the state’s growers, and supporting the Jersey Fresh Initiative for a long time. “We have a buyer on the Vineland Produce Auction [a cooperative consisting of hundreds of farmers and an elected board of directors] every day. We pass this local expertise and these opportunities along to our retail partners each day.”

The Philadelphia Wholesale Produce Market (PWPM) continues to respond to the popularity of local. “Local is king,” says Jimmy Iovine of Iovine Brothers Produce. “People would rather have local than organic right now. PWPM benefits from increasing its local deal.”

“There is a big upswing in local product,” concurs Rick Milavsky, president of B.R.S. Produce “Customers here like to buy local as much as they can.”

“We always handled a lot of local produce and still do,” says Fadi Abi-khattar of Klinghoffer Brothers, Inc. “We handle product from Jersey, Pennsylvania and other local or regional sources. Interest in local is continuing to grow.”

Good Option For Both Sides

Local offers cost-effective, quality produce. “The trend to local will continue to expand especially with the long-haul transportation challenges,” says Tom Kovacevich III with T.M. Kovacevich. “Our company sees this as an opportunity to grow this segment.”

“Local can be less expensive because there is little freight in it,” says Milavsky. “Especially now with freight being so high — this can be a significant [element to conducting business].”

“Local also has a lot of benefits in quality and taste,” says Feighery. “The retailers in this area do a really good job of promoting and signing locally grown.”

The PWPM also provides significant advantage for local farmers. “More local producers are seeing the cold chain and handling benefit of using the PWPM,” explains Bobby Mueller, supervisor and sales at Nardella Inc. “We see increasing interest in local from our buyers and among local producers.”

“The local farmers could have greater opportunity if they work through wholesalers like our market,” says Keith Reilly, sales for Ryeco Produce. “If they bring product to us, it gives them more time to concentrate on their farming. We can take the pressure off them in dealing with multiple customers and moving product. We often can get a better price for them because they’re not competing with themselves in the marketplace. We can also ensure the cold chain for the product and help it last longer.”

pb

pb

PWPM Plays Role In Local Research Project

Fair Food (an organization dedicated to bringing locally grown food to the marketplace and to promoting a humane, sustainable agriculture system for the Greater Philadelphia region), in partnership with the USDA Ag Marketing Services (AMS), and the Philadelphia Wholesale Produce Market (PWPM), is collaborating on a research and promotion project seeking to understand the role terminal markets currently play in the local food system.

“AMS is currently conducting research to record the point of origin for all of the products coming into the PWPM for one year,” reports Alex Jones, farmstand product manager for the Fair Food Farmstand in Philadelphia’s Reading Terminal Market. “This research will provide a baseline measure for the amount of locally grown produce currently passing through the PWPM. Fair Food’s role in this project is to explore the existing successes, barriers and opportunities associated with identifying, marketing and moving greater volumes of locally and regionally grown food

through the PWPM.”

The research includes interviews with local fruit and vegetable growers, wholesale buyers and PWPM shareholders. “By analyzing and assessing the information from AMS and Fair Food, we are developing an understanding of the current role terminal markets play in our local food system,” says Jones. “Looking ahead, our goal is to use the information we are collecting to help local growers and producers take advantage of the vast market potential of terminal produce markets and specifically, the PWPM.”

Expectations for the second stage of the work encompass two components. Jones explains, “First, we will partner with PWPM shareholders to create promotional strategies and materials. Second, we will provide interested local fruit and vegetable growers with resources and guidance to develop a successful relationship with the PWPM. We believe these efforts will benefit local growers as well as our local food system as a whole.”



(L-R) Louis Struble, Rita Neczypor and Frank Paone of Procacci Brothers Sales Corp.



(L-R) Eric Johnson and Mike McCauly of Procacci Brothers Sales Corp./Garden State Distribution

"There are endless possibilities with these specialty items," says Paone. "We will see even more opportunities — especially as consumers become more educated."

"We expanded our specialty items to make it easier for our customers to procure them," says Maxwell. "We are able to buy these items in greater volume, drive prices down and pass the savings along to our customers to encourage consumers."

"For example, a specialty item like dragonfruit at a cost effective price will entice people to buy it and try it," explains Maxwell. "Consumers want to experiment and try new

things, so if we can make it affordable, we can drive demand and help our customers drive demand."

Levin's continuous niche is its 108-year old banana business — still expanding after four generations. Levin explains, "We ripen up to 35 trailers of bananas per week (approximately 35,000 boxes or 1,400,000 pounds) and we have our ever-expanding tropical line of imported fruits and vegetables. We are always looking for new items. We added a line of greenhouse herbs and vegetables as well as some packaged produce we never handled before."

Organic is another growing niche. "We see some increasing interest in organics — though it's not huge right now," says Coosemans' Roth. "We're carrying a little more organic and are seeing some interest among smaller retail stores."

"Organics continue to grow," says Procacci's Feighery. "The business has changed a lot and the grower base has changed. The category expanded to include many items both domestic and imported. We probably sell more than 350 organic items now."

Procacci successfully expanded into floral. Frank Galindo, floral director for Procacci



UGLYRIPE®
HEIRLOOM TOMATOES

*Real beauty's
on the inside*

Uglyripe® Heirloom Tomatoes are grown for one reason: taste.

Vine ripened and hand selected, our unique tomatoes pack a backyard garden flavor that will keep your customers coming back for more.

PROCACCI
BROTHERS SINCE 1948

Contact our sales team for more information

215 463 8000

www.uglyripe.com



(L-R) Richie Routhenstein and Nelson Gonzalez of Coosemans Philadelphia, Inc.



Todd Penza of Pinto Brothers, Inc.



(L-R) Sinclair Mills and Lee Mills of North American Produce Co.



(L-R) Alex Penza and Fred Penza of Pinto Brothers, Inc.



Bob Ziernicki of Procacci Brothers Sales Corp./Garden State Distribution



Philip Baldwin of Procacci Brothers Sales Corp./Garden State Distribution



Andre Santori of Santori's Fruits and Vegetables



(L-R) Louis Hunter Kean, Ted Kean III and Ted Kean, Jr. of E.W. Kean Co.



(L-R) John DiFelicantonio of North American Produce Co., Artie Diamond of Diamond Produce and Tom Curtis of Curtis Brokerage

explains, "We've taken floral in the past two years and almost quadrupled it. Plants and bouquets are our strongest categories. We also do some supplies and additional items."

"Floral is growing because of our quality and service," says Procacci. "We have good managers working with us, and that allows us to provide great service and expertise to customers."

Success in floral has been driven through partnership and education. "Our success has a lot to do with the co-op of farm partners and suppliers we work with," says Galindo. "It's related to our service for the individual customers and our ability to fund our growers. Our values in floral mirror our values in produce — it just makes sense for customers to come to us for all their needs."

Don't Miss Out

PWPM merchants and current customers maintain those not shopping the market are

losing out. Value is among the key results of the market's competitiveness and refrigeration management. "In the long run customers actually will pay less for product from PWPM because their shrink loss will be considerably less due to our controlled atmosphere," asserts Levin.

"It's hard to get people to actually walk the whole market, but the people who do walk the market realize the most value," says Wiechec of Hunter Brothers.

"Often, buyers can get better prices here because of the business dynamic of this market," says Roth.

Philly merchants also offer flexibility. "We can adapt quickly," says Procacci's Feighery. "If someone requests a specific order, we can change the pack style, re-format and be ready for delivery the next day in most cases."

"We have 85 to 90 percent of what our customers need," says Ryeco Produce's Keith Reilly. "We deliver outside the market for large

orders, and we deliver to every single one of our customers' trucks here at the market."

Service is a cornerstone for PWPM businesses. "Service is crucial," says Procacci's Paone. "We listen to our customers and work to meet their needs."

"We try to treat the customer right," says Collotti & Sons' Collotti. "That's what my father always emphasizes."

Vena expanded services to include preconditioning of fruit, repacking on demand, buying services, consolidating and loading services. "We always describe our strength as 'specialty produce,' but lately I believe a better description would be 'specialty service,'" says Vena. "Our customers are asking for more extra services, and we continue to differentiate ourselves as a business. We are regularly offering services to customers we never could in the past, because we either didn't have the facilities or staff or just didn't know it was something the customer valued."



(L-R) Joe Procacci, Rick Feighery and Frank Paone of Procacci Brothers Sales Corp.



(L-R) Jimmy Iovine of Iovine Brothers Produce and Paul Kneeland of Kings Supermarkets

Vena has been expanding its repack-on-demand program. "This really required more space than we had," explains Vena. "Earlier in the year, we made a successful bid on an additional unit on the market, but it took until June for us to get possession and move in. Our efficiency jumped tremendously the very first week."

Confronting Challenges

Despite the growth, merchants on the PWPM face multiple challenges. "The business is ever changing," says Feighery. "You go

through rough periods, but this business is ultimately how you make it through and come out in the end."

"Our business is alive and well, but you have to be on your game," says Maxwell. "You have to work for it. You need to get out there, build programs and provide value to your customer."

One major challenge revolves around transportation. "The biggest challenge for PWPM is really an industry problem — transportation," says Kovacevich III of T.M. Kovacevich. "Whether long haul or short haul, there is a

serious shortage of trucking available to move products. On the long haul side, the cost of freight is becoming a larger percentage of costs every year."

Feighery agrees. "Logistics is probably one of the biggest challenges we have right now. The cost of freight on inbound and outbound is really up. It's a balancing act. This reality is not going to change, so we need to address it and figure out how to balance it. We're looking for multiple innovative solutions to meet specific situations."

PWPM merchants look to open new busi-

A full service provider for
all produce and floral categories

Direct store
 delivery specialists

GS
 DISTRIBUTION

PROCACCI
 BROTHERS SINCE 1948
 The leader in the field.™

800.523.4616 | www.procaccibrothers.com



(L-R) Michael Lorenzo, Michelle DiFeliciantonio, Elaine DiFeliciantonio, Gina DiFeliciantonio and Dante Lewis of North American Produce Co.

ness segments and effectively meet needs. "Our main challenge is being able to fill orders in a timely fashion," says B.R.S.'s Milavsky. "The demand for fresh produce is increasing, and we see many more outlets for it — schools, juice bars, convenience stores to name a few. We need to service all of them efficiently."

"We are challenged to expand our business area," says Keith Reilly. "We're finding new business outside the market, but we'd love to see more business generating traffic in the

market again. We'd like to see more customers walking the market and having that hands-on experience again, especially more regional and independent stores. We can easily serve New York, New Jersey and Maryland. Many mid-size wholesalers and retailers would find it very profitable and easy to buy here. We provide a great opportunity and competitive advantage for those businesses."

"We need to get the word out more about what we offer here," says Coosemans' Roth. "The PWPM merchants are all working on

spreading the word by harnessing technology — calling, emailing, texting."

Even in a brand-new facility, space presents a challenge. "We could always use more space," says Levin. "Though ripening bananas is our main business, we also have the ability to ripen other commodities such as avocados, kiwi, pears, tomatoes, and much more. After three short years, we find ourselves needing more space."

Like many U.S. businesses these days, PWPM vendors are concerned about things

PINTO BROTHERS, INC.

**Specializing in Western & Local
Southern Vegetables, Melons,
and Mangos**

*Call: Louis Penza, Jr., Fred Penza,
Todd Penza, Buddy Lombardo
& Michael Lombardo*

**Units G7 - G9
Philadelphia Wholesale
Produce Market
6700 Essington Ave.
Philadelphia, PA 19153**

**215•336•3015
Fax: 215•336•5422**

www.pintobrothers.com

108 Years of Quality and Service
Your #1 Source for Bananas and
Tropicals on the Philadelphia Market

PRODUCE DIVISION
Mark Levin • David Levin • Joel Segel • Mike Levin
Lonnie Zweifel • Joe Armata • Jeff Moore • Pete Gabriele

TROPICAL DIVISION
Bill DeFelice • Brain Kriebel

PHILADELPHIA DIVISION
Tracie Levin • Sarah Levin • Joe McGowan

FOODSERVICE DIVISION
Mergie Levin Fischman • Charlotte Goldman

**RIPENING SERVICES ON-SITE
CARLOT RECEIVERS**

Philadelphia Wholesale Produce Market Units H-2 — H-5
6700 Essington Avenue • Philadelphia, PA 19153
326 Pattison Avenue • Philadelphia, PA 19148
215-336-2900 • 800-523-1986 • Fax 215-755-6757
sales@mlevinco.com • www.mlevinco.com

Innovative

PRODUCE SPECIALISTS



NORTH AMERICAN PRODUCE COMPANY

Philadelphia Wholesale Produce Market
Units I-1 & 2 • 6700 Essington Avenue
Philadelphia, PA 19153
Phone: 215.525.6444 • Fax: 855.278.5797
Email: john@northamericanproduceco.com

John DiFelicianantonio – owner
Mike Lorenzo – buyer/sales
Jim Capuano – night sales
Donte Lewis – manager



(L-R) Rob Cantando, Michael Lombardo, Alex Penza, Todd Penza and Buddy Lombardo of Pinto Brothers, Inc.

they can't directly control such as healthcare costs, immigration reform and regulations. "Over the past few years, we worked closely with our union employees to keep a lid on healthcare costs and many of our merchants are taking steps to institute new practices in order to meet the requirements of good handling practices and to face up to what the new regulations will require of us," reports Vena.

"The Food Safety Modernization Act (FSMA) is a big deal, but it's hard to make a

commitment on direction right now because we don't have a clear picture of what the FSMA will require," explains Wiechec of Hunter Brothers. "This remains a challenge, but one we'll be on top of and ready to meet."

Recruitment remains a focus. "Recruiting is a huge issue in our industry and in our market," says Vena. "We need to learn how to attract young people to the market and our businesses. We offer good paying jobs with very good benefits, but we have a difficult time telling our story to prospective

employees."

The PWPM, like all business, is challenged to define its future. "Our new generations must be creative and find ways to generate business for the future," says Levin. "It excites me to watch the next generation find their own way to make our business grow. Our fourth generation is all women, and their ability to take on new responsibilities never ceases to amaze me. There is a lot to be said about old school too; it is with the wisdom of previous generations that we go forth into the future." **pb**

Thanking Our Customers & Shippers
for Their Loyalty and Support

Nardella, Inc.

The Finest Stone Fruit, Deciduous Fruit,
Citrus, Tomatoes and a Full Line
of Mexican Fruits and Vegetables.

John Durante, Mark Semerjian, Jim Baldwin,
Bob Mueller, Richard Nardella, & Mike Reed

Units G-4 to G-6 • Philadelphia Wholesale Produce Market
6700 Essington Avenue • Philadelphia, PA 19153
Phone: 215-336-1558 Fax: 215-336-5757

FRANK LEONE B.R.S. PRODUCE CO. T/A



Units D2 - D4

215-336-5454

fax 215-336-5220

Sales by: Ron Milavsky,
Rick Milavsky, Ed Lord,
Charles Sammartino

TROPICAL SALES

Ed Barba

FEATURING TOMATOES
FROM ALL SECTIONS

Tomato Sales: Fred Makadon

Mushroom Sales: Nick Stio

Molly Malloy's of Reading Terminal Market



Rooted in produce and nostalgic history, Molly Malloy's offers tasty innovation for all.

BY JODEAN ROBBINS

Inside the energetic Reading Terminal Market, Molly Malloy's is an oasis of sorts. Welcoming patrons with simple, rustic décor, the open-format restaurant provides a great vantage point for viewing the action of the market while dining from a produce-rooted menu. "Our customers love to sit and watch the bustle of the activity in the aisles," says co-owner Jimmy Iovine. "It's fun to sit and watch both the shoppers and merchants and be inspired by all the food."

Molly Malloy's is owned by the same dynamic produce duo as Iovine Brothers Produce, brothers Jimmy and Vinnie Iovine, and is named after their mother. The 45-seat restaurant (including the bar) brings in more than \$1 million per year in revenue and has been open for three years now. "When the space became available, we really wanted to take it and do something different yet be rooted to our love and knowledge of produce," says Jimmy.

The restaurant defies the stereotype of an Irish pub in both ambience and menu with a slight nostalgic nod to its Irish inspiration. "We decided to open a restaurant in the form of a gastro-pub rather than a traditional Irish pub," explains Jimmy. "We wanted to treat the restaurant just like our store — to get to know the customers and give them what they want in line with our quality and taste commitment."

Malloy Malloy's appeals to a wide range of patrons. "On an average day we have a variety of local customers who are regulars whether it's

once a week or once a month," explains Vinnie. "We also get visitors from tourism and the conventions. It's an interesting mix."

Produce Pride

Produce is a major component, inspiration and focus for the restaurant. "Our menu is probably 40 to 50 percent produce," says Jimmy. "Everything is homemade from scratch. We don't have a freezer or microwave and not many restaurants can say that. Everything on the menu is delivered with some sort of produce component or the choice of it."

The restaurant sources 100 percent of its produce from the Iovine Brothers store. "There isn't anything fresher, and this gives our chef tremendous flexibility," says Jimmy. "Our chef finds inspiration daily from the Reading Terminal Market and our store. Our restaurant has a tremendous advantage in being right next to our store and other great purveyors here in the market. Our chef knows and appreciates the value of using fresh product."

The restaurant spends about \$2,500 per week on produce. "Freshness and taste are key criteria in sourcing product," says Jimmy. "Our chef is excellent, clever and loves his produce. I can't image anything better for a chef than working with the freshest produce."

Molly Malloy's changes the menu about twice a year but really focuses on daily chalkboard specials. "We have many items our





Taco with a choice of talapia, steak or chicken.

customers want year-round,” reports Jimmy. “But our daily specials allow our chef to be creative and use whatever is great that day. He can shop our store and the market and be inspired. He excels at putting unique things together and coming up with new flavor profiles.”

Promise-Filled Menu

Molly Malloy’s menu bursts with fresh produce flavors. The restaurant has been successful in elevating typical Philly or Irish



“Not-Your-Mama’s Grilled Cheese” sandwich

pub food to a higher level. Though good, old staples — including cheesesteaks and fish and chips — the menu boasts enticing items to explore.

Waiting guests are treated to tasty paper-thin sweet potato chips, hand cut and freshly fried. All chips and fries are homemade at the restaurant from fresh potatoes. Starters include a Caramelized Onion and Goat Cheese Flatbread incorporating Baby Arugula, Toasted Pumpkin Seeds and Shaved Parmesan. Also making a unique appearance are Fried Green Tomatoes with Seasoned Paprika and Citrus Aioli. Soups showcase Butternut Squash topped with pumpernickel croutons, root vegetables jam-packed into the Hearty Beef Stew, and fresh French Onion.

Salads are no afterthought at Molly Malloy’s either. The Market Salad includes kale, romaine, radicchio, shaved Brussels sprouts and bacon Parmesan crisps in a mustard seed

vinaigrette. The Green Apple Salad offers a sweet-tart flavor with apples, pepitas, bacon candied pecans and Blue cheese over a bed of field greens in Dijon vinaigrette. The Roasted Beet Salad pairs arugula, roasted red beets, Feta cheese and toasted walnuts in balsamic vinaigrette.

The “Sammies” (or sandwiches) continue to surprise and delight. Mushroom Tacos include sautéed trumpet, crimini, shitake and honey caps topped with a raw beet salsa with grapefruit and cilantro over a base of arugula. A mouth-watering Slider was made of ground turkey and crimini mushrooms, topped with a plum tomato, Oyster mushrooms and baby watercress and served with a side salad of romaine, kale and radicchio.

The Not-Your-Mama’s Grilled Cheese tantalizes taste buds with tart goat cheese, Sautéed baby spinach and a black pepper fennel onion jam, served on brioche with a field green salad. In addition to a traditional Philly cheesesteak, the restaurant also offers a vegetarian alternative using grilled Portobello, sharp Provolone cheese and roasted peppers. This has become a favorite even among non-vegetarians.

The Sweet and Spicy Crispy Shrimp Baguette unites Romaine, shaved radish, apple, red onion and horseradish sauce. Hot plates include a Lemon Thyme Grilled Chicken Breast served with fresh farmstand veggies, a chicken pot pie, and a lamb burger served with baby arugula, shaved red onion and Feta spread.

Produce add-on’s to any sandwich include caramelized onions, crispy onions, pickled onions, cherry peppers, roasted peppers, sautéed spinach, sautéed mushrooms or black pepper fennel and onion jam. Refreshing homemade strawberry lemonade offers up fresh lemons and strawberries in beverage form. **pb**

In The Spotlight!

Chef Bobby Fisher and Molly Malloy’s were featured on an episode of Spike TV’s Frankenfoods this past summer season. Each episode of “Frankenfood” featured local amateur food innovators competing head-to-head to get their unexpected food concoctions onto the menu of a popular local restaurant and win a \$10,000 cash grand prize. Josh Capon as series judge and Philly cheesesteak impresario Tony Luke Jr. hosted the show. The Philadelphia episode featured Chef Fisher as one of the rotating culinary judges.

Molly Malloy’s
Reading Terminal Market
1136 Arch Street
Philadelphia, PA 19107
Tel: 267.525.1001
Mollymalloyshilly.com

Breakfast
Mon – Sat, 8 a.m. - 11 a.m.
Sun, 9 a.m. - 12 p.m.
Lunch & Dinner
Mon – Sat, 11 a.m. - 6 p.m.
Sun, 12 p.m. - 5 p.m.

Reading Terminal Market



(L-R) PHOTOS COURTESY OF READING TERMINAL MARKET

A reinvented historical wholesale terminal serves up high-quality produce in a retail market atmosphere.

BY JODEAN ROBBINS

Philadelphia's Reading Terminal Market is a bustling, high-energy retail marketplace housing a melting pot of more than 80 full-time merchants — 73 of which are food-oriented. "The Market has always served Philadelphians fresh, locally grown, raised and produced food even before buying local became a trend," says Sarah Levitsky, marketing and event manager for Reading Terminal.

Reading Terminal Market was opened in 1892 by the Reading Railroad Company (of Monopoly fame) below the tracks of its newly constructed train station. "The merchant floor was built for storing food ready for transportation on the railroad's main lines," reports Jimmy Iovine, co-owner and co-president of Iovine Brothers Produce, a current market produce merchant. "Ice that was made in the basement for shipping kept the main floor cool all year long."

By 1913, the Market was booming, with 250 food dealers and 100 farmers occupying its stalls. In the early 1980s, the reawakening of Philadelphia's downtown and a growing interest in artisanal food drew a new generation of shoppers to the Market. The Pennsylvania Convention Center Authority purchased the Market from the Reading Company in 1990 with a negotiated preservation agreement and a critical \$30 million in public funding for upgrades.

Currently, Reading Terminal Market is one of Philadelphia's most visited sites both for locals and tourists. "We get more than 6.5 million

visitors each year or roughly 18,000 per day," says Levitsky.

"The Market has to be Philly's No. 1 tourist attraction," agrees Jimmy Iovine. "We also have all our local shoppers who are loyal customers and most shop every day. They also bring their visiting friends."

Importance Of Produce

Reading Terminal Market boasts four major produce-specific retailers: Fair Food Farmstand, Iovine Brothers Produce, Kauffman's Lancaster Country Produce and OK Produce. "Produce is our life," says Jimmy Iovine. "Our entire store is dedicated to produce, and it's an important part of the Market."

Produce is a significant motivator for customers. "Through our intercept surveys, we found customers who came to the Market with the primary purpose of shopping that their first point of entry is one

of our produce stores,” reports Levitsky.

“Produce is very important to our store,” adds Alex Jones, farmstand product manager for the Fair Food Farmstand in the Market. “A selection of local, sustainable produce

changing with the seasons defines who we are. Our mission is to support farmers in our region — so we buy what they are growing on a given week. This makes more work for us in terms of inventory management, selection,

and customer education, but it is worth it to support our mission.”

In addition to drawing customers, produce contributes significantly to sales. “Produce contribution to sales on our store is about 98

IOVINE BROTHERS PRODUCE

Iovine Brothers Produce has a long-standing reputation for excellence. The 2,000 square-foot store is a family-owned and -operated business, co-owned and managed by brothers Jimmy and Vinnie Iovine. “We have a lot of family working with us, and they all treat the business like they own it,” says Vinnie. “We bought the store in October 1994, but we’ve been working here since 1989. We worked for the previous owner with the deal we would own it some day.”

The store is almost 100 percent produce — including nuts and juices — and is dedicated to serving customers. Annual revenue for the store is about \$5 million, and it averages about 750,000 customers per year. “Our No. 1 mission is to take care of the customers,” says Jimmy. “We give them what they want — the freshest and best. It’s about taste and quality. If I don’t like it, why would I want to sell it to my customer? Our customers have high expectations.”

Iovine averages about 400 items and spends more than \$3.5 million annually on produce. “Our mix has changed over the years in response to customer demands,” says Jimmy. “If you’d have told me two years ago I’d sell more kale than other greens, I wouldn’t have believed it. As customers become more educated, they’re looking for different things.”

“We listen to our customers and change our mix to meet their habits,” adds Vinnie. “For example we sell more crimini mushrooms than any other mushroom. We are adding a service-oriented section of fresh-cut fruit salads, orange juice and cold-pressed juice to open sometime this fall. We see cold-pressed juices growing in popularity.”

Iovine Brothers changes displays in relation to seasonality and product availability. “Our items move around all the time depending on what Jimmy buys,” says Vinnie. “We also put different displays up front for promotional products during high season.”

pb



PHOTOS COURTESY OF IOVINE BROTHERS PRODUCE

percent since we do sell some beverages,” reports Vinnie Iovine (brother to Jimmy) co-owner and co-present of the company.

“From June 3, 2013 to June 3, 2014, produce’s contribution was 32 percent of our sales for the year,” reports Fair Food’s Jones.

Diverse Customer Base

Reading Terminal Market draws a wide

variety of customers. “Our demographic is very mixed,” asserts Vinnie Iovine of Iovine Brothers. “It encompasses a wide range of income levels and includes professionals, blue collar workers, different ethnicities, singles, and families. There are also a variety of chefs shopping here.”

“Our customer base is very diverse,” concurs Fair Food’s Jones. “We sell to a variety

of urban and suburban dwellers, ethnicities, ages, and family situations. Many of our customers are middle or upper-middle class, but many are young people, students or receive SNAP [Supplemental Nutrition Assistance Program] benefits.”

Merchants continue to reach new and growing customer segments. “We are seeing an increase in our senior citizen customer

FAIR FOOD FARMSTAND

The Fair Food Farmstand has been at Reading Terminal Market since 2004 and is part of Fair Food, a nonprofit organization dedicated to bringing locally grown food to the marketplace and to promoting a humane, sustainable agriculture system for the Greater Philadelphia region.

“Fair Food began as a program of The White Dog Community Programs, a nonprofit arm of local foods pioneer The White Dog Cafe,” explains Jones. “The mission was to spread the word about local farms to wholesale buyers. The Fair Food Farmstand started as a one-day-a-week folding table in the Market. This expanded into a permanent location in the Market after a few years as demand for local, sustainable food exploded.”

The store occupies 750 square feet and displays produce on 3-foot by 8-foot display arcs. In addition to produce, the Farmstand also sells a wide range of artisan cheeses, humanely raised meats, grains, baked goods, pantry items, fermented foods, body care items, sweets, raw milk, and value-added dairy from local farms and producers year round.

“We have been uniting local farmers with businesses and consumers for over a decade. We provide an assortment of programs and services contributing to a strong and sustainable local food system — supporting farmers, connecting consumers, educating the public and celebrating the joys of local food.”

Fixtures in the store are relatively static, but displays change with respect to seasonality and availability. “We carry what’s in season within about 100 miles of Philadelphia, so our mix changes constantly throughout the year,” reports Jones. “In May, we have strawberries, spring garlic, peas and leafy greens. In August, we focus on peaches, sweet corn, heirloom tomatoes,

zucchini, and figs. November brings hardy greens, winter squash, broccoli, cauliflower, and root vegetables. January yields storage roots, apples, hydroponic greens, and cranberries.”

Fair Food’s mission is to provide both customers and farmers with a viable outlet. “We want to provide a source for sustainably grown local produce from small farms, avail-

able seven days a week in a convenient, central location year-round,” says Jones. “From season to season, we try to add in more locally grown items — even organic ginger, grown in a greenhouse in New Jersey, and hydroponic cucumbers throughout the winter. We are seeing more items grown in high tunnels and greenhouses to extend their season.” **pb**



PHOTOS COURTESY OF FAIR FOOD FARMSTAND



PHOTO COURTESY OF FAIR FOOD FARMSTAND

base,” reports Jimmy Iovine of Iovine Brothers. “We offer a 10 percent senior citizen discount every day because we know our parents would have wanted it. We also do a student discount twice a week, because we care about the younger consumer.”

“Reaching SNAP customers is a growing area,” says Jones. “We match their purchases up to \$10 per week through our Double Dollars program. We also see demographics like students, gym members, and young professionals as growth areas.”

From Market to Market

During the months when Iovine can't source locally, it purchases 100 percent from the Philadelphia Wholesale Produce Market (PWPM). “We do about 60 percent direct and 40 percent from the Market,” reports Jimmy Iovine. “The PWPM has always been part of our sourcing since day one of business. We can react quickly to demands and market conditions by buying off the PWPM. They provide us with flexibility.”

Iovine counts on product quality and taste when sourcing. “The PWPM is a state-of-the-art facility with superior cold-chain technology right here,” he says. “We can taste things and use a hands-on approach to buying. Our product is fresher and lasts longer.”

“We definitely eat when we're buying at the PWPM,” agrees Vinnie Iovine. “If it doesn't taste good, we don't buy it. The PWPM also works hard to bring in local items. We get a lot of local produce handled through PWPM.”

Fair Food only sources local products, and still has a connection to the PWPM. “We define local as within about 100 miles for produce and 150 to 200 miles for other items,” explains Jones. “Our produce items

come primarily from southeast Pennsylvania and New Jersey. We buy direct from small, independent, sustainable farms as much as possible, but we also purchase from farmer cooperatives, local/regional broadline distributors, and local food artisans.

“We don't source directly from the PWPM, but many of our larger distributors source from farmers that also use them. Our organization is also working on a project related to local foods and the PWPM.” (See “A Local Project” in main article for more details.)

Promotion

Promotion for Market merchants revolve around the “market” environment and is mostly conducted by word-of-mouth or via social media. “The produce shops, butchers, fishmongers, and cheese shops are an important part of our identity,” says Reading Terminal's Levitsky. “We do what we can to promote them including social media posts, recipes, fun facts, and other creative forms of promotion.”

“Most of our publicity comes from word of mouth,” says Vinnie Iovine. “However, we do a weekly e-mail blasts to customers and my niece and nephew handle social media for us. We're lucky to be where we are because we don't need a whole lot of promotion.”

“We post information about new, sale, or highlighted items on social media,” says Fair Food's Jones. “We post a product list on our website once per week and e-mail it out to about 10,000 contacts along with a newsletter containing product highlights, events, and other info from our organization.”

Promoting unique items helps create buzz. “We promote wild-foraged items heavily in the spring months since they are the first new products to emerge in the season,” explains Jones. “These highly sought after items

include fiddlehead ferns, ramps, stinging nettles, black locust flowers, and sometimes morel mushrooms. Some of these items often sell for \$22 per pound, but because of how rare they are and how eager customers are for new items, our promotions via social media and e-mail newsletter are often successful.”

Demo's and sampling add to the festive atmosphere of the Market. “We invite producers and artisans to sample their products on weekends,” says Jones. “We have a sampling session almost every weekend. Our staff occasionally sample produce passively.”

“We do demos for new items or something really sweet or good,” says Jimmy Iovine. “For example, we had cantaloupes, and I knew if the customers tasted them they'd buy them. We want to share because I have the same passion as our customers for a great cantaloupe or great peach.”

Produce staff are held to a high standard with customer education and communication. “We start our education and motivation at the top,” says Jimmy Iovine. “If we share the passion, it filters down to customer service. Most of our staff are knowledgeable about certain items, even more so than me, because they're working with it every day.”

“Our staff is trained on our sourcing, and we are working on compiling an exhaustive product info resource list about the farms we source from and specific items we carry every year,” says Jones. “Staff is expected to know and understand our mission, as well as which farms supply which products. Source identification is also communicated on our signage for each produce item. Our staff should be comfortable with discussing how to use products and recipes with customers to help sell items.”

Vinnie Iovine adds, “We encourage our guys in the store to ask a manager or one of us if they don't know something. If we don't know, we'll look it up on the computer. The ultimate goal is to make the customer happy and provide an answer — even if it means sending them to another store.” **pb**

Reading Terminal Market

12th & Arch Streets

Philadelphia, PA

Tel: 215.922.2317

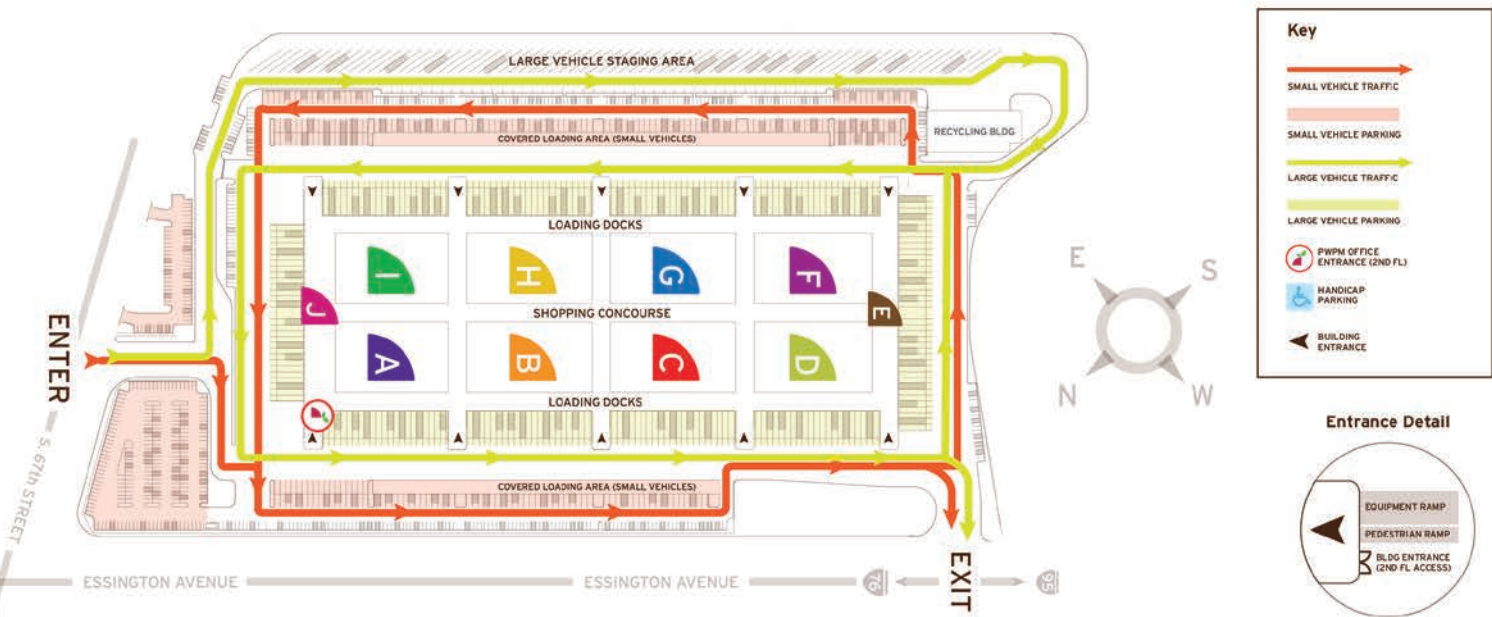
Readingterminalmarket.org

Hours:

Monday - Saturday 8 a.m. - 6 p.m.

Sunday 9 a.m. - 5 p.m.

COMPANY NAME	UNIT #	PHONE	FAX
A. Vassallo, Inc.	I-3	215-336-1984	215-336-7955
B.R.S. Produce	D-2 to D-4	215-336-5454	215-336-5220
Collotti & Sons	I-7 to I-8	215-389-3335	215-755-9616
Colonial Produce	D-1, F-9	215-748-6650	215-336-2134
Coosemans Philadelphia	A-7 to A-9	215-334-3634	215-334-3636
E.W. Kean Co.	G-1 to G-2	215-336-2321	215-336-1596
G & G Produce, Inc.	F-7 to F-8	215-336-9922	215-336-9925
Hunter Bros. Inc.	H-8 to H-9	215-336-4343	215-336-4340
Jesse Pitt Company	I-9	215-336-5325	215-389-1490
John Vena, Inc.	F-1 to F-6	215-336-0766	215-336-2812
Kaleck Brothers, Inc.	B-5	215-336-3027	215-551-1083
Klinghoffer Bros.	C-8 to C-9	215-336-3800	215-336-5234
M. Levin & Company, Inc.	H-2 to H-5	215-336-2900	215-755-6757
Nardella, Inc.	G-4 to G-6	215-336-1558	215-336-5757
Norm & Lou's Cafe	C-1	215-336-4848	215-271-2416
North American Produce Co.	I-1 to I-2	215-525-6444	855-278-5797
Paul Giordano & Sons, Inc.	D-7 to D-9	215-755-7900	215-755-7160
Pinto Brothers, Inc.	G-7 to G-9	215-336-3015	215-336-5422
Procacci Brothers Sales Corp. / Garden State Farms	I-4 to I-6	215-334-1400	215-339-0974
Produce Interchange	B-3	215-389-1782	215-389-0288
Quaker City Produce Co.	B-4	215-467-5000	215-336-4416
Ryeco, LLC	C-3 to C-7, D-5 to D-6	215-551-8883	215-551-9036
T. M. Kovacevich - Philadelphia, Inc.	A-1 to A-6, B-1 to B-2	215-463-0100	267-790-0442
USDA Inspection Service	C-2	215-336-0845	215-336-2051
Wick & Brother, Inc.	G-3	215-336-2252	215-336-2255



Ahh, The Great Indoors...

Don't get us wrong. We love the great outdoors. But when it comes to your buying experience, we think you'll appreciate the convenience of shopping *indoors*. At the Philadelphia Wholesale Produce Market, you enter an interior space unlike any other in the world. Our unbroken cold chain assures quality products that are fresh and secure.

Once you experience this clean, comfortable, safe, *fully enclosed environment*, you'll never want to go back to being an outsider.



Merchandising Pears: A Matter Of Show And Tell

This fruit must be seen and tasted to be sold. **BY BOB JOHNSON**



PHOTO COURTESY OF COLUMBIA MARKETING INTERNATIONAL

Location, size and shelf visibility are critical to category performance.

Offering consumers an eye-ful and mouthful is everything when it comes to optimizing pear sales. Just a taste of a ripe pear is enough to make many consumers clamor for more, but first this fruit has to be brought to their attention.

“If consumers don’t see the pear display, they are less likely to seek them out. If the display is visible, up front and in a higher traffic location, impulse purchases kick in and drive overall sales performance,” says Steve Lutz, vice president for marketing at Wenatchee, WA-based Columbia Marketing International (CMI). “Location, size and shelf visibility are critical to category performance.”

Catching the eye counts because, as mouth-watering and nutritious as pears are, they are often spur-of-the-moment buys.

“With pears, out of sight means out of mind,” says Lutz. “Pears are high impulse purchases. Consumer research done several years ago showed that pears had one of the highest impulse purchase rates of any

produce item and among the lower ‘planned’ purchase rates,” says Lutz. “For example, bananas, potatoes and onions are all high on the planned-purchase list, but products like pears, cherries and variety berries are high impulses.”

Show The Good Stuff

To help pears stand out, showcase attractive displays in high-traffic places, as well as the main bin.

“Using secondary display bins, end caps, demos, and drawing attention to the category can help drive sales,” says Chuck Sinks, president of sales and marketing at Yakima, WA-based Sage Fruit Co. “Another recommendation is merchandising all varieties of pears together on the rack; this can create a destination, so consumers can pick and choose from the varieties available.”

Innovative packages with striking graphics also multiplies the number of customers who notice this fruit. “One of the biggest successes we see is when retailers add high graphic 2-

pound pouch bags to their pear mix,” says Lutz.

Publix is one of the retailers with success merchandising pears in pouches, in addition to bulk displays. “We are coming back this fall with a 2-pound pouch bag of pears,” says Maria Brous, director of media and community relations at Lakeland, FL-based Publix. “This item was well received last year. The oldest trick in the book is to simply use pears as color breaks in the apple display, a technique shown to increase sales of both fruits.”

“Offer consumers quality fruit with a good selection,” says Howard Nager, vice president for marketing at Yakima, WA-based Domex Superfresh Growers. “Merchandising and promoting pears alongside apples will also generate incremental sales.”

Once customers have seen the pears, the next step is to give them a taste to seal the deal. “Pear sales increases 150 percent on average during a sampling event,” says Kevin Moffitt, president of Pear Bureau Northwest, Milwaukie, OR. “Pears are a high impulse item, so in-store sampling can be effective in

“A perfectly ripe D’Anjou pear is the juiciest, sweetest pear eating experience any foodie will have.”

— Suzanne Wolter, Rainier Fruit Co.

boosting sales. In fact, our research shows that 47 percent of consumers say that sampling triggers purchase.”

A taste of pear brings a residual increase in demand that lingers long after the promotional effort. “Research conducted last winter showed that sales increased 9 percent two weeks after the sampling event,” says Moffitt.

Ripe For Sales

Nothing enhances pear sales like a well-executed ripened fruit program. “Research that we recently commissioned showed that stores carrying ripened pears outsold stores of similar size and demographics by 20 percent,” says Moffitt. “Today’s consumer is often looking for fruit that is ready to eat immediately or within a day or two. Carrying ripe pears can be good for consumer satisfaction as well as good for a retailer’s bottomline.”

The D’Anjou variety, in particular, shines when consumers have the option of choosing ripe fruit. “Stemilt is a big proponent of ripened pears, especially for the D’Anjou variety,” says Brianna Shales, communications manager at Wenatchee, WA-based

Stemilt Growers. “Data shows that carrying ripened pears can increase sales by 16 percent.”

Domex’s Nager likewise asserts pear sales increase as a result of a ripe fruit program. “Research shows that conditioned D’Anjou pears averaged a 19.5 percent purchase increase over control stores selling non-conditioned D’Anjous,” says Nager.

To work, however, a ripened pear program must be done right, and it begins with consistency. “The key is product consistency on the shelf so consumers can count on the quality and maturity,” says CMI’s Lutz. “Consumers want to buy ripe fruit. It’s also true of bananas and avocados, so nobody should be surprised that consumers are responding to purchasing pears that are ready to eat.”

Pull out all the stops to make it easy to tell which pears are ripe, and which will need to spend a little time on the window sill.

“Displaying conditioned with non-conditioned fruit will sabotage efforts at building a

successful program,” says Suzanne Wolter, director of marketing at Selah, WA-based Rainier Fruit Co.

Employees from the distribution center to the produce department floor all play a role in pulling off an effective ripe pear program. “Education is the biggest challenge we face. Advising receiving crews, warehouse personnel and in-store produce associates regarding proper handling is important,” says Wolter.

At the store level the first rule is the ripe pear display must be smaller, and must be culled more frequently. “If you build a D’Anjou display with ripe pears, it needs to be small, and it needs to be replenished more often,” says Mac Riggan, director of marketing at Chelan, WA-based Chelan Fresh. “We demo ripe pears and I think it helps to sell them, but you have to have a program at the store level.”

Dedicating additional space to lessen damage to this more sensitive fruit also helps. “Ideally, if space allows, the pears should be displayed in the euro boxes to reduce handling,” says Wolter.

Once pears are ripe they soon become too ripe, so the signage, stickers and location of these pears must be attractive enough to sell the fruit before it goes bad.

“Pear maturity can advance very quickly.

Pears For More Profits

Familiar as pears may be, it helps sales to show the many ways they can be eaten or paired. “The more ways we can show consumers how to use pears, apples and cherries, the more they will eat. There are good recipes for salads or main dishes,” says Mac Riggan, director of marketing at Chelan, WA-based Chelan Fresh. “It helps if retailers can cross-merchandise with cheese or crackers.”

This is one fruit that can step out in style with the finest wine and cheese, but pears also work well with less formal companions. “Seasonal merchandising examples include red pears with salad mixes from January to March, and green pears with strawberries in April and May,” says Suzanne Wolter, director of marketing at Selah, WA-based Rainier Fruit Co.

There are many demos that can effectively include pears, even if they do not primarily highlight pears. “While pears may not be part of our planned demon-

stration items, we do include pears in a couple of our fall Aprons’ Simple Meal recipes,” says Maria Brous, director of media and community relations at Lakeland, FL-based Publix. “In this program, the majority of our stores, prepare, sample, provide recipe cards and all the components to recreate the meal at home conveniently located in one kiosk — at least one recipe per week. Some stores will feature two recipes weekly.”

From back to school all the way through to the holidays, it helps to promote the different ways of eating pears. “Getting pears on promotion frequently during the fall and winter months is a must,” says Brianna Shales, communications manager at Wenatchee, WA-based Stemilt Growers. “It’s important to give pears adequate display space, especially when on promotion. Cross-merchandising pears with complementary items is effective and drives cross-category sales.”

pb



PHOTO COURTESY OF RAINIER FRUIT CO.

UNMISTAKABLE

Pear-fection

YAKIMA FRESH is your source for a full line of sweet and succulent, premium NORTHWEST PEARS, including a conditioned Anjou program. From perfect pears to a wide variety of delicious WASHINGTON APPLES, YAKIMA FRESH is completely customer-driven, with an experienced team dedicated to providing you with individual attention and WORLD-CLASS SERVICE.



800-541-0394
WWW.YAKIMAFRESH.COM

Come see us in Anaheim at PMA Booth #1267

MERCHANDISING REVIEW

As a result, with riper fruit, retailers must be more attentive to displays to ensure fruit is moving and to prevent shrink,” says Lutz. “In addition, it’s helpful to label and promote the pears as ‘ready to eat’ as consumers will respond to fruit snacks they know are ready to consume immediately.”

When the fruit, handling, display, sampling and promotion are all brought together, the effectiveness of a ripe pear program can be staggering.

“Ripe pears are still ‘new’ for many consumers and have the potential to change the category. Consumers are looking for flavor and conditioned D’Anjou pears are the perfect fit,” says Wolter. “A perfectly ripe D’Anjou pear is the juiciest, sweetest pear eating experience any foodie will have. Retailers executing a ripe pear program have more than doubled their sales when utilizing an effective price, promotion, display and demo strategy. One of the biggest challenges is communicating to consumers the pears are ripe.”

Pears On Display Year-Round

Between the orchards of California, Oregon and Washington, and counter-seasonal fruit from the Southern Hemisphere, supermar-



PHOTO COURTESY OF SAGE CO.

kets everywhere in the country can offer high-quality pears all year.

Because they hold up well in cold storage, one variety of pear or another is available from the Northwest almost all year.

“Pears are available year-round from the Pacific Northwest,” says Nager from Domex. “The new crop is harvested beginning in early August, and availability for Northwest pears runs until late June or early July.”

There are differences in how long each of the three main varieties maintains quality under refrigeration. “We can hold D’Anjou

in storage for eight months, Bartletts for seven months and Bosc for five months,” says Riggan from Chelan Fresh. “Pears are available year-round because they are imported. You can get pears from Washington maybe 10 months of the year.”

There is only a brief window in the spring and early summer when domestic pears are not available in volume from the coolers.

“From August through May, the largest sales are generated by domestically grown products with imports from Southern Hemisphere producers supporting sales during our

Washington State Grower/Shipper

Apples
Pears &
Cherries

Premium
Quality & Service
Since 1912

BORTON FRUIT
100 Years

Please Contact us with Inquiries

bortonfruit.com
email: info@bortonfruit.com

Sweet as honey. Pretty as sunshine.



 *Ambrosia*TM
The Irresistible Apple

NEW CROP
*Ambrosia*TM
HAVE ARRIVED!

Exclusively grown in the U.S.A. by CMI

CMI | Wenatchee, WA | www.cmiapples.com
Premium Apples, Pears, Cherries, and Organics
To order, call: (509) 663-1955

Stay On Top Of Varieties And Their Peak Seasons

Some retailers like to change things up by offering a pear variety from off the beaten path. “For the second year in a row, we offered our customers a new variety of pear: Taylor Gold from New Zealand,” says Maria Brous, director of media and community relations at Lakeland, FL-based Publix. “This pear is currently at the end of its season, which is late spring to early summer. For the first time this year, we introduced another new variety, Carmen, which peaked season early spring.”

Many of these more minor varieties are grown in greatest quantity in the Southern Hemisphere. “In late spring and early summer, Southern Hemisphere imports of Williams (Bartlett), Packham and Forelle are all key opportunities. Imported Forelle pears, available during the late spring and summer, have been growing in popularity,” says Steve Lutz, vice president for marketing at Wenatchee, WA-based Columbia Marketing International (CMI).

There are domestic sources of supply for Forelle and other less familiar pear varieties. “As we enter the winter months more promotions are geared toward D’Anjou, Red D’Anjou, Comice, Seckel and Forelle,” says Chuck Sinks, president of sales and marketing at Yakima, WA-based Sage Fruit Co.

After all is said and done, however, just three varieties dominate the pear category at retail. “The top three varieties of pears – D’Anjou, Bartlett and Bosc – account for 86 percent of the retail sales

of pears,” says Howard Nager, vice president for marketing at Yakima, WA-based Domex Superfresh Growers. “Bartlett leads the sales with a category share of almost 40 percent, followed by D’Anjou at 29 percent. Peak season on pears occurs during the back to school time period, fall and through the holidays.”

The three-variety rule applies even more to organic pears, which continue to grow in popularity.

“It is also critical to offer the consumer the choice of organics. The top three varieties represent almost 95 percent of the organic sales, with organic Bartletts more than 50 percent of the category,” says Nager.

“For Bartletts, September and October is the best time for promotion. That’s when people are thinking about canning them,” says Mac Riggan, director of marketing at Chelan, WA-based Chelan Fresh. “For the Bosc and the D’Anjou, December and January are best. They are great to cook with.”

While the coldest months bring out the D’Anjou lovers, sales remain strong through late spring. “D’Anjous start out slower in the fall but really pick up sales momentum and build through the year right up until spring, when storage supplies begin to drop. The strongest D’Anjou sales months occur between Jan. 1 and May 1,” says Lutz. “There is seasonality and consumers are responding to different pears throughout the year. So, getting the right mix of pear varieties on the shelf is a critical first step.” **pb**

summer months,” says CMI’s Lutz. “Pears are essentially a year-round product with good supplies available through the year.”

Pears from the Southern Hemisphere ably fill this brief window when the domestic fruit is scarce.

“South America and New Zealand bring their fruit into the U.S. during the spring and summer months, when certain domestic varieties are finished for the season,” says Sage Fruits’ Sinks.

The combined sources of supply make it possible to promote pears any time of the year. “There is promotable volume throughout year. However, timing differs by variety

quite significantly. Retailers know to push Bartlett pears in early fall and transition to D’Anjou, Bosc and Comice as fall turns to winter,” says Lutz.

Between the Northwest, the refrigerators and the Southern Hemisphere, retailers can source some varieties all year.

“Our most popular pear is the Bartlett, currently in season and coming from the California region through the end of October,” says Publix’ Brous. “Then, from November to February they will be coming from the Northwest region, Washington state and Oregon. In March we’ll switch to product from Argentina.” **pb**



NATIONAL APPLE SHOWCASE



BORTON FRUIT

Established in 1912

Premier Grower/Shipper of Premium Apples, Pears and Cherries.

Supplying our customers with superior quality, selection and service for over 100 Years!



Yakima, WA 98903
509-966-3905 www.bortonfruit.com



CALIFORNIA APPLES

Shipping *Prima Frutta*® Brand

Gala, Granny, Fuji & Pink Lady

ALSO SHIPPING FRESH CHERRIES & WALNUTS

Call Rich

209-931-9420

Fax: 209-931-9424

NATIONAL APPLE SHOWCASE

HESS BROS. FRUIT CO.



RED DELICIOUS • McINTOSH
GOLDEN DELICIOUS • STAYMAN
EMPIRE • GALA • FUJI • ROME

- 📦 Export & Domestic 📦 CA Storage
- 📦 PLU Labeling Available
- 📦 Shipping August - June

717.656.2631
Fax: 717.656.4526

500 BECKER RD. LEOLA, PA 17540

PAVERO COLD STORAGE

Growers • Packers • Distributors

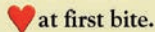
NORTH ROAD, HIGHLAND, NY 12528
PHONE: 1-800-435-2994 FAX: 845-691-2955
SQF CERTIFIED



*Champlain Valley Mac, Ginger Gold,
Crispin/Mutsu, Red Delicious, Spartamac,
Empire, Jonagold, Law-Rome, Fuji,
Golden Delicious, Paula Red, Cortland,
Stayman & Ida Reds plus Bosc Pears,
Bartlett Pears & Seckel Pears*

PAVERO COLD STORAGE

has evolved into a major apple and pear producer in New York's Hudson and Champlain valleys. Over 60 years of success indicates our positive acceptance by the consuming public and our constant care ensures your



1-800-435-2994
www.pavero coldstorage.com



Sweet Natured

It describes our fruit. Our beautiful rolling hills are ideal for growing sweet & flavorful apples.

It also describes the way we do business. We try hard to make sure our customers are completely satisfied.

Call us & find out what we can do for you.

1-800-627-3359 • sales@ricefruit.com

CELEBRATING 100 YEARS: SYMMS FRUIT RANCH, INC.



Phone: 208-459-8064
Fax: 208-459-6932

DAN@SYMMSFRUIT.COM



**SYMMS FRUIT
RANCH, INC.**

Cadwell, Idaho

Keystone



Premium Eastern Grown Apples
From These Fine Growers
Bear Mountain Orchards
Bream Orchards
El Vista Orchards
Turkey Knob Growers

KEYSTONE FRUIT MARKETING, INC.
GREENCASTLE, PA USA 1722
717.597.2112
Email: lisa@keystonefruit.com

EXPERIENCE MATTERS

REPRESENTING
4TH, 5TH & 6TH
GENERATION
APPLE GROWERS



9000 Fruit Ridge Ave. NW
Sparta MI 49345
800.968.8833
riveridgeproduce.com

Pistachios On Tap

This little nut is moving from obscurity to fame. **BY BONNIE CAVANAUGH**



Marketers agree, one of the main purchase drivers for consumers is taste, so providing multiple pistachio flavors gives them more usage occasions, therefore increasing demand.

The humble pistachio has become hip. This tiny nut has hit the big time, as Wonderful Pistachio TV ads featuring such pop celebrities as Comedy Central's (and upcoming *Late Show* host) Stephen Colbert, the *Jersey Shore*'s Snookie (from reality TV fame) and even Korean pop star Psy (who deftly danced "Gangnam Style" around a pile of pistachios), helped pump up its popularity in recent years.

Riding The Pistachio Wave

Now pistachio growers and suppliers are running with this new popularity, creating marketing campaigns to help store owners and produce merchandisers promote the pistachio as both a healthy alternative to high-calorie, high-sugar impulse snacks, and as an ingredient for cooking and baking alongside the traditional walnuts, cashews and almonds of the grocery baking aisle.

"The vast majority of consumer marketing for pistachios is done by the American Pistachio Growers [a national trade association] and by grower Paramount Farms Inc.," says pistachio expert Bob Klein. He is manager of the Fresno, CA-based California Pistachio Research Board, which is a state entity and has an accompanying federal arm with the Administrative Committee for Pistachios. The first organizat-

tion replaced the California Pistachio Commission, and the latter offers statistics on U.S. pistachio farming.

Paramount Farms is the proud parent of the Wonderful Pistachios brand, whose popular "Get Crackin'" ad campaign influenced the color of healthy snacking in recent years to a bright pistachio green. Jasmine Hodari, the company's vice president of marketing, says retailers should expect the pistachio business to continue to evolve in ways that are "convenient and compelling" for consumers. In addition to TV ads, Paramount Farms provides retail support with in-store displays, balloons, danglers and other promotional pieces enabling the consumer to better locate Wonderful Pistachios in the produce aisle.

Spicing Things Up

"This experience in-store is something that creates excitement for consumers and has even trickled down to competitive brands that we now see rolling out their own versions of displays," Hodari says.

Adding new flavors to the traditional pistachio also helped promote the Wonderful Pistachios brand, whose Wonderful Flavors offshoot launched in 2012. The company has seen "fantastic results" this year with its flavored line in C-stores by consumers looking for

"excitement" in their on-the-go snacks, Hodari says. "By capitalizing on this, a large portion of our snack-nut sales in C-stores has come from our flavor profiles."

One of the main purchase drivers for consumers is taste, so providing multiple flavors of pistachios gives them more usage occasions, therefore increasing demand, Hodari explains. Additionally, Paramount Farms launched a multi-SKU shipper this year, which includes Roasted & Salted pistachios, Sweet Chili pistachios, Salt & Pepper pistachios and Wonderful Almonds. The demand of the shipper greatly increased with the inclusion of the flavors options, she says.

Cross-Merchandising Efforts

Another high-profile promotion for this year will start at the end of December, when the American Pistachio Growers (APG) launches a two-month partnership with the Anheuser-Busch Co. for a cross-marketing event with its Michelob Ultra brand, explains the trade group's marketing director, Judy Hirigoyen. The APG represents some 650 growers.

The retail promotion, which will run from Dec. 29, 2014, through Feb. 28, 2015 — just in time for New Year's Resolutions to form and take hold — will be nationwide and provide consumers with a dollars-off coupon for any

brand of pistachios when they buy Michelob Ultra. Depending on state law, that coupon will run from \$2 to \$6.

One of the APG's key targets for pistachio promotion is the foodservice industry, where in many cases, smaller restaurants will buy their ingredients at big box stores, such as BJ's and Costco, so displays there are important.

APG also promotes directly to consumers, especially about the nutritional benefits of pistachios. "Much of that has to do with celebrity endorsements by popular athletes who declared the humble pistachio as their official snack," Hirigoyen says. Celebrity athletes include the U.S. Water Polo Team, which won a gold medal at the 2012 London Summer Olympics.

Convenience At Retail

Orchard Valley Harvest of Elgin, IL, launched a "healthy option" promotion in April for distributor John B. Sanfilippo & Son, by adding new "Grab-and-Go Mini Stand-Up Bags" and three new packaged "Wellness Mixes" to its product line. John B. Sanfilippo & Son brands include Fisher Nuts, Orchard Valley Harvest and Sunshine Country.

The move was intended to "help expand growth of on-the-go snacking in produce grocer sections," while convenience packages present a healthier alternative to impulse snack purchases for consumers seeking a healthier lifestyle, the company said in a press release.

"The mini shippers include two stand-alones: one with mixed product and one with pistachios only," says Casey Cordova, senior associate marketing brand manager for Orchard Valley Harvest. "They're great for the produce section," she says. "The three-level standing displays hold 72 mini bags and create a destination for the produce shopper."

Additionally, Orchard Valley Harvest in May announced that it received certification by the Bellingham, WA-based Non-GMO Project (North America's only third-party verification and labeling for non-genetically modified organism food and products) and its packaged products will now bear the "Non-GMO Project" verification symbol to alert consumers to its standing as a non-genetically modified food.

Keenan Farms of Kettleman City, CA, which has been growing and marketing pistachios for some 37 years, promotes both bulk and packaged product to meet diverse consumer needs, says Beth Sequeira, the company's sales and marketing representative. "That's especially important to remember

during the holiday season," she says.

"Pistachios gain a huge lift during the holidays," Sequeira says. Keenan supplies its retailers with holiday themed pre-packed displays and "eye-catching design" to draw consumers. "The bins also give us valuable space to communicate the positive health message associated with pistachios."

The health attributes of pistachios are "tremendous," and so Keenan Farms highlights these many benefits — a good source of potassium, fiber and protein, for starters

— in diet suggestions on its packaging and display shippers. "We also provide timely resources through our nutrition research as members of the American Pistachio Growers," Sequeira says.

Keenan Farms additionally focuses on cooking with pistachios. "Pistachio kernels are perfect for including in baking and cooking recipes," she says. "Our kernel bag includes recipe ideas, and we also promote quick and easy cooking tips on Facebook, Twitter and Pinterest." **pb**

Setton Farms

PISTACHIO CHEWY BITES™

100% ALL NATURAL

Pure.
Simple.
Nutritious.

Heart Healthy

PISTACHIO CHEWY BITES™

100% ALL NATURAL

OVER 50% PISTACHIOS

pistachios + cranberries

NET WT. 4.23 OZ (120g) (6 PACK)

FOLLOW US: [f](#) [t](#) [y](#) [i](#) [p](#)

www.pistachiochewybites.com

Packed with Power!

- ♥ 7g of Protein per Serving ♥ GMO Free ♥ Vegan
- ♥ Gluten & Dairy Free ♥ No Cholesterol ♥ Zero Trans-Fat
- ♥ Good Source of Dietary Fiber ♥ Very Low Sodium
- ♥ Source of Vitamins & Minerals

For more info
Scan QR Code

Setton Pistachio of Terra Bella, Inc.

PO BOX 11089 • Terra Bella, CA 93270 • Email: info@SettonFarms.com • www.SettonFarms.com

IMMIGRATION INDIFFERENCE



During my experience in retail, Monday mornings always brought a review of the previous weeks' sales and discussion of relevant topics within the food industry, which usually stimulated interesting discussions. During recent conversations with my retail peers, I discovered a disturbing trend during the Monday morning meeting. Any discussion that was started by the produce people concerning

the need for immigration reform was dismissed as unimportant.

What was really disturbing is the response from upper management to this topic. "That is the suppliers' problem, and not our concern. We have more pressing problems to address," were the typical rebuttals from management. Once again, upper management "just doesn't get it."

The major problem with this retort is the totally indifferent attitude exhibited by upper management for one of the major challenges of the produce industry as well as the country. They treat this challenge as if it has absolutely nothing to do with their business and something that is a problem only for the growers and suppliers. Their lack of concern for this major problem facing the country is typical of the upper management retail mind, where nothing is important except the generation of sales and profits. What retail management doesn't seem to realize is this situation threatens not only the supplies of the key produce category, but also the growth of their sales among the consumers immigrating to our country. They believe if they simply ignore the problem, or transfer the solution to someone else, the problem will go away and allow for business as usual.

The immigration problem will not be solved without the participation and support of all aspects of the industry. The retail sector of the industry has tremendous influence on policy makers as they have the clout that their billions of dollars in sales represent. They cannot sit idle and let the growers and suppliers carry the load for the industry. It is imperative that Retail take an active if not a leadership

role in the resolution of this challenge to the survival of our industry and ultimately the entire U.S. economy. This may seem to be a bit melodramatic, but the repercussions of the immigration problem are just this serious and will affect the entire economy. The availability of an abundant food supply, which we have enjoyed for decades, is in direct peril from the immigration impasse.

What can we do to secure the support of this key segment for our cause? First, the retailers need to be shaken out of their doldrums of indifference and see the threat before them. They must realize this is THEIR fight too and that they have a lot at risk. The mindset in the boardroom needs to change from ignoring the problem and hoping it

will go away, to activism and support for the produce industry's efforts to bring immigration reform that works. This may require compromising priorities and direction to accomplish, but it is essential to the success of the industry effort. Retail needs to take its place in the front line of this battle and lend its substantial influence in government to move this necessary-legislation forward. Only this unified approach will result in a solution that will be equitable to all parties and ensure the survival of the produce industry and the U.S. economy.

It is imperative that Retail take an active if not a leadership role in the resolution of this challenge to the survival of our industry and ultimately the entire U.S. economy.

Progressive retailers are already moving in this direction utilizing all the tools at their disposal to influence regulators and legislators to move immigration reform forward. But this is not enough. All retailers (especially the larger ones) need to join this effort now! It is time for them to realize what is at stake in their own backyard. Without a stable labor force including immigrants, we face shortages of products, shortages of labor in stores to sell, and fewer consumers to buy produce. Our industry is a microcosm of the U.S. economy, and as such, every other industry is vulnerable to this same threat.

Retailers need to heed a call to action, join their "brothers" in this fight, and allow the produce industry to present a strong, united front to everyone in government for an immediate movement to meaningful reform, legislation that makes sense, and opportunity for all. Only by facing this challenge with a unified industry can we obtain our goals of meaningful immigration reform and a stable abundant work force.

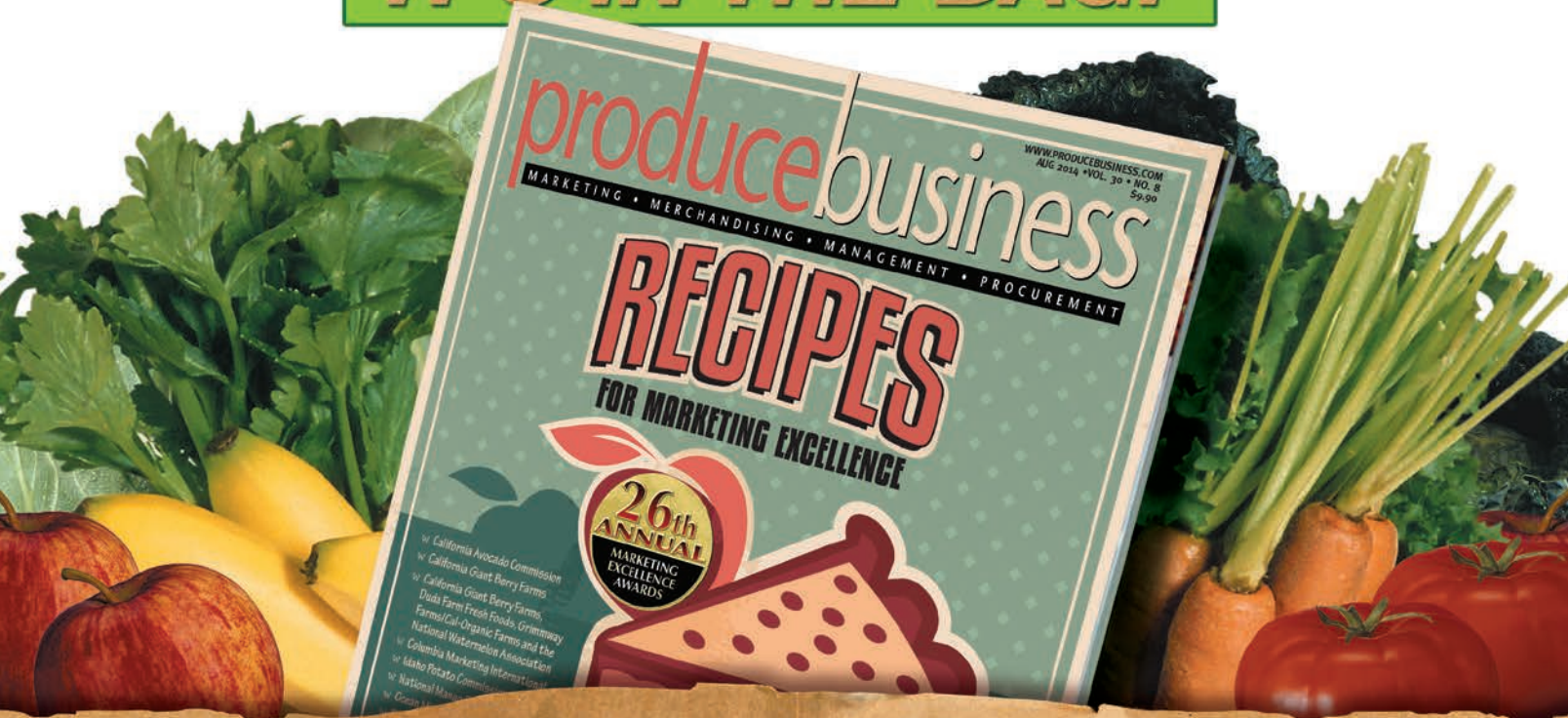
pb

By Don Harris

Don Harris is a 40-year veteran of the produce industry, with most of that time spent in retail. He has worked in every aspect of the industry, from "field-to-fork" in both the conventional and organic arenas. Harris is presently consulting on all subjects of retail, category development and sales strategies, among others. Comments can be directed to editor@producebusiness.com

BIGGER PROFITS?

IT'S IN THE BAG!



PRODUCE BUSINESS is one-stop-shopping for industry reports, reviews and recommendations you need every month:

- Major trends and developments...and the people behind them!
- Untapped sales opportunities in the U.S. and abroad!
- Fresh ideas in retail marketing and promotion!
- Breakthroughs in packaging and transportation technology!
- New management techniques for increasing efficiency!
- Success stories in restaurants, hotels and institutions!
- PLUS...industry events...personnel moves...new equipment and services...computers at work...and much more!

Subscribe now by going to WWW.PRODUCEBUSINESS.COM or Fax (561-994-1118) or mail this form today (P.O. Box 810425 • Boca Raton, FL 33481):

YES – I want to bag bigger profits! Enter my PRODUCE BUSINESS subscription immediately for one year (12 issues) at just \$58.40. That's HALF-PRICE compared to the single-copy total!

CHECK HERE & SAVE MORE!

two years, just \$107.40

three years, just \$153.40

At the end of the term I've checked, you may bill me automatically each year for renewal. This guarantees me uninterrupted service plus the lowest available rate!

Check here if a Canadian subscription. Please add \$10 per year and remit total in US Dollars only.

For other countries, double US prices and remit in US dollars only

Payment enclosed Please send invoice Charge my AmEx VISA MC

Number _____ Exp. _____ Sig. _____

Print Name _____

Position _____ Company _____

Address _____

City _____ State _____ Zip _____

This is my home office address

Business Phone (_____) _____ Home Phone (_____) _____

FAX (_____) _____ E-Mail _____

PRODUCE BUSINESS is \$116.80 for one year by single copy; \$58.40 for one year by regular subscription.

CITRUS RESTRICTIONS PROVIDE CLUES TO UNDERSTANDING EU OPPORTUNITIES



Citrus Black Spot (CBS) is caused by the fungal pathogen *Guignardia citricarpa* and can be found in many different countries around the world. It has, however, recently made headlines due to the trade restrictions imposed on South Africa from the E.U. It is a devastating disease, but while the eating quality is not affected, all in the supply chain are negatively affected through the reduction of fruit value and the restriction

of exports. The increase in cases of CBS has resulted in additional phytosanitary requirements being implemented by the E.U. But as the eating quality is not affected, and there is no risk to public health, why has the E.U. implemented such strong measures?

The answer, as with many things in Europe, may not be as straightforward as one would expect. Consider this: within the E.U., Spain is the largest grower of citrus products. In 2012, exports represented 71 percent of the total Spanish production. Spain is ranked as the global leader of citrus exports, ahead of both South Africa and Egypt, and when the E.U. developed its Common Agricultural Policy (CAP) back in the late 1950s, it was designed primarily to protect the position of European farmers.

The E.U. is an important market for South African citrus exports. Whilst exports over the past 10 years have diversified to include Russia, Saudi Arabia and Japan, the E.U. markets combined still remain its most important export destination. Agriculture is important in Spain. At a time when the country is experiencing high unemployment rates (in 2013, 26.3 percent), agriculture is seen as one of the sectors that could have a positive influence in the rejuvenation of the economy. In such circumstances, by protecting its market, Spain is maybe only doing what makes sense for Spain — who, maybe, wouldn't? This is part of a broader concern that while economies around Europe still feel the brunt of the economic downturn, the default position will be to protect the domestic economy.

This is also one of the broader issues over the way the CAP is being gradually reformed — as tariff rates fall, this is negated by the use of non-tariff barriers. The pace of change regarding the implementation of E.U. trade agreements is increasing, but overall, been painfully slow since the MacSharry Reforms of the early 1990s (named after the European Commissioner for Agriculture, Ray MacSharry, sought to break with the logic of inexorably rising production, while at the same time adjusting to the international trend toward freer agricultural markets). The recently implemented phytosanitary rules on CBS against South

Africa could be seen as more evidence of E.U. protecting its own producers, rather than addressing a serious public health issue. South Africa is therefore caught up in a wider political agenda.

Understanding the position of Spain and the E.U. can also be explained further by what they might see as bitter past experience of other countries. The *Pseudomonas syringae* *pv.* *actinidiae* (PSA) is a pathogenic bacterium of kiwifruit species and dramatically destroys kiwifruit vines. It was found in key growing countries, but most notably in New Zealand. It is reported that PSA losses will cost the New Zealand kiwifruit sector up to \$350 million between 2012 and 2015.

Once bitten, twice shy might be the maxim here. Who could blame the Spanish for being so ultra cautious? The E.U. intercepted 35 shipments from South Africa last year that contained CBS. South Africa had the highest amount of interceptions, yet other countries were also intercepted, including Argentina and Swaziland. Implementing additional phytosanitary measures is vital for South Africa to continue trading with the E.U., but obviously results in additional costs to the industry.

The messages from the CBS episode are clear: understanding E.U. policy in agriculture requires a long-term view of why the CAP was initially established as well as the current politics of the day. Crop diseases can have a devastating impact. The Spanish view might be one of “better safe

than sorry” allied to its own wider economic interests. The reality is that the E.U. is still a key market for South African exports. South African exporters will carry on exploring new international markets for sure, but the CBS episode in Europe all points to the need to play the long game.

Understanding what happens in Europe and why can be complex, confusing, and even at times seems unjust. The reality is, it is still home to 500 million consumers and an attractive export market for many.

If U.S. citrus exporters are to build business in the E.U., then they too have to understand how things work in terms of the CAP, build an understanding of how the market operates, and learn the technical and the commercial demands that formed this structure for the present and the future.

U.S. citrus is of inherent high quality, especially for grapefruit, and has a strong reputation, but overall exports have been falling to the E.U. for much of the past 10 years. Taking advantage of any problems in countries such as South Africa, Argentina and Swaziland might present something of an opportunity for the U.S. But it will also need a mid- to long-term plan for assessing what the real scale of business in Europe might be in the future and how this can be accessed — not just building off the back of problem areas for other suppliers.

pb

If U.S. citrus exporters are to build business in the E.U., then they too have to understand how things work in terms of the CAP, build an understanding of how the market operates, and learn the technical and the commercial demands that formed this structure . . .”

By Lisa Williams

Lisa Williams is senior consultant for Nantwich, United Kingdom-based Promar International, which is the value consulting arm of Genus plc. Williams has executed a good deal of work in the international citrus sector for clients in the Southern Hemisphere, the Middle East, Russia and Western Europe.

BIG DATA AND INDUSTRY-WIDE SOLUTIONS



In September 2006, a 2-year-old boy, Kyle Allgood, died of kidney failure after drinking a fresh spinach smoothie prepared by his mother. Kyle and many others fell victim to an outbreak of E coli, which affected more than 205 people across the United States. The impact this outbreak had on the American consumer was profound, and where consumer confidence

had been very high, it almost collapsed overnight.

While the human cost in this instance was tragic, this was not the only consequence for the industry. It triggered higher government scrutiny on produce traceability within the global supply chain and carried with it a significant financial impact across a wide range of commodities. For spinach, in particular, it was almost a deathblow. The reality was millions of dollars were lost throughout the industry and consumer confidence never fully recovered.

The investigation with the spinach outbreak proved difficult as the authorities didn't know what they were seeking, and data was not readily available. While quality and trace records existed, there were no standards. Each component within the supply chain kept records in a different format. Item codes, PLU's and lot references lacked coherence — making them meaningless to anyone outside the individual company. As a result, a timely and effective product trace and recall was impossible.

After the crisis, the Food and Drug Administration (FDA) sought to develop legislation to regulate the fresh produce business. With great insight and humility, the industry itself stepped in and determined to develop the solution internally — the Produce Traceability Initiative (PTI).

The industry and its major associations, the Produce Marketing Association and the United Fresh Produce Association, came together with a GS1 standards organization to develop a coherent and universally recognizable product identifier, which could immediately detect the commodity and source of any product. The result was the Global Trade Identification Number (GTIN), a barcode-readable, unique product identifier, registered through GS1. The GTIN, in addition to pinpointing the commodity and source of the product, may also include unique case identifications, pack dates, and voice pick codes. Each produce supplier is required to register with GS1. Once done, each supplier receives an exclusive GS1 company prefix, which is combined with a unique product identifier to provide a single combined identifier for both the source and commodity.

The GTIN standard was initially introduced as a standalone compliance initiative. Some businesses proactively started to use GTIN codes, but with little demand from major retailers, the adoption of the new standards was slow. That situation changed in November 2013 when Wal-Mart announced it would require all produce it purchased to carry the new standardized PTI-compliant GTIN pallet, box and carton labels.

While Wal-Mart's activation of the policy was pushed back, it was

not for lack of industry response or movement toward compliance, but to provide more time and support to the industry. In fact, a senior Wal-Mart executive explained that the industry had far exceeded its expectations and requirements by seizing this opportunity to radically upgrade information technology (IT) systems across a whole range of activities, not just produce traceability.

The crux of this is that forward-thinking companies in the produce sector embraced the idea that it is no longer sufficient to provide just traceability on the product in terms of where it came from and where it went. They understand that it is vital to know all the additional activities that take place, describing the product's full life cycle and history.

Almost simultaneously, the IT sector has been focusing on a new concept — “big data.” In its simplest terms, big data refers to the whole chain of information that can be and is recorded in relation to any one given object — be it a person, an institution, or a commodity. In terms of the produce business, this whole chain of information covers everything expected: quality, traceability, and compliance. However, it also encompasses more far reaching issues such as sustainability, risk factors, socio-economic factors, and ethical and fair trade. These issues are becoming increasingly important among consumers who want to know where produce comes from, that it's safe, and that it meets their ethical requirements, beliefs, and lifestyle choices.

Equally important is the global nature of business. Today, businesses are working and investing significantly in global markets and sourcing products from throughout the world more than ever before. With such large investments at stake, it is vital that businesses have the ability to understand and plan for a wide number of variables, from weather patterns and global climate to regional political stability and the full security of their supply chain. This information, all part of the whole chain of information provided by big data, must be considered in planning for future growth and meeting the requirements of the consumer.

All this, from the inception of the PTI and the GTIN standard, through mandates from companies like Wal-Mart to the changing dynamics of global business and informed consumers, has led to the advent of Whole Chain Solutions. This class of solution builds on our understanding of the traditional supply chain and enterprise data, and provides an all-encompassing perspective. The challenge is managing the vast amount of data in a way that makes it useful and meaningful.

As in so many areas of our lives today, we can look to IT. With the adoption of modern ERP (enterprise resource planning) and information systems, and the use of the Internet, social media, and cloud computing, businesses can collect and manage enormous stores of data in a coherent manner. More importantly, companies can utilize the data not only to meet traceability, compliance, and consumer satisfaction, but also to drive real competitive advantages, profitability and growth.

While traceability may be the driving force behind Whole Chain Solutions, it's these IT systems that will ensure the success of businesses in our industry and their ability to compete for years to come. **pb**

The challenge is managing the vast amount of data in a way that makes it useful and meaningful for business.

By Carl Iversen

Carl Iversen is the vice president product development for LINKFRESH Inc., a provider of supply chain ERP (enterprise resource planning) solutions designed specifically for the fresh food industry. The LINKFRESH ERP solution provides produce-specific inventory control and traceability solutions across the entire food supply chain and helps balance supply and demand for the food supply chain in real-time.

Receive supplier information fast using the PRODUCE BUSINESS Information Showcase. Here's How:
Contact the advertiser directly via the website, e-mail, or phone listed in the ad.

COMPANY	PAGE #	PHONE	WEBSITE	COMPANY	PAGE #	PHONE	WEBSITE
Advance Customs				Mann Packing Company, Inc.	13	800-884-6266	www.veggiesmadeeasy.com
Brokers & Consulting	45	786-476-0700	www.advancustomsbrokers.com	McKay Transcold LLC	164	612-308-8493	www.mckaytranscold.com
Alpine Fresh	44	800-292-8777	www.alpinefresh.com	Michigan Apple Committee	118	800-456-2753	www.michiganapples.com
Altar Produce LLC	44	760-357-6762	www.altarproduce.com	MIXTEC Group	52	626-440-7077	www.mixtec.net
Americas Food & Beverage Show	122	3058717910	www.americasfoodandbeverage.com	Nardella, Inc.	138	215-336-1558	www.nardellainc.com
Associated Potato Growers, Inc.	104	800-437-4685	www.apgpspud.com	Nature's Joy Inc.	41	559-389-0881	www.naturesjoy.com
Maurice A. Auerbach, Inc.	45	201-807-9292	www.auerpak.com	New York Apple Association, Inc.	107	585-924-2171	www.nyapplecountry.com
Avocados From Mexico	49	517-641-2152	www.avocadosfrommexico.com	New York Apple Sales, Inc.	108	518-477-7200	www.newyorkapplesales.com
Ayco Farms, Inc.	44	954-788-6800	www.aycofarms.com	North American Produce Company	137	215-525-6444	www.northamericanproduceco.com
B.R.S Produce Co.	138	215-467-7180		Omega Produce Company, Inc.	62	520-281-0410	www.omegaproduceco.com
Bland Farms	114	800-VIDALIA	www.blandfarms.com	Organics Unlimited	42	619-710-0658	www.organicsunlimited.com
Blue Book Services	161	630-668-3500	www.producebluebook.com	OsoSweet Onion Co.	114	248-681-9020	www.ososweetonions.com
Borton & Sons Inc.	150	509-966-3905	www.bortonfruit.com	Paramount Citrus Association	7	213-612-9957	www.paramountcitrus.com
Borton & Sons Inc.	152	509-966-3905	www.bortonfruit.com	Pavero Cold Storage Corp.	153	800-435-2994	www.paverocoldstorage.com
Brooks Tropicals	51	800-327-4833	www.brookstropicals.com	Penang Nursery	floral-5	4-07-886-2322	www.penangnursery.com
Jack Brown Produce, Inc.	118	616-887-9568	www.jackbrownproduce.com	Peri & Sons Farms	112	775-463-4444	www.periandsons.com
Bushwick Commission Co., Inc.	102	800-645-9470	www.bushwickpotato.com	The Perishable Specialist, Inc.	45	305-477-9906	www.theperishablespecialist.com
Canadian Produce Marketing Association	100	613-226-4187	www.cpm.ca	Philabundance	125	215-339-0900	www.philabundance.org
Capital City Fruit Co., Inc.	32	515-981-5111	www.capitalcityfruit.com	Philadelphia Wholesale Produce Market	145	215-336-3003	www.pwpm.net
CarbAmericas	44	954-786-0000	www.carbamericas.com	Philadelphia Wholesale Produce Market	146	215-336-3003	www.pwpm.net
C.H. Robinson Worldwide, Inc.	50	855-350-0014	www.chrobinson.com	Pinto Brothers, Inc.	136	215-336-3015	www.pintobrothers.com
Chamberlain Distributing Inc.	63	520-281-1234		Pleasant Valley Potato, Inc.	100	208-337-4194	www.pleasantvalleypotato.com
Coast To Coast Produce Co.	22	877-836-6295	www.ctcproduce.com	Pom Wonderful	11	800-380-4656	www.pomwonderful.com
Collotti & Sons, Inc.	126	215-389-3335	www.collotti.com	Pom Wonderful	19	800-380-4656	www.pomwonderful.com
Columbia Marketing International	151	509-663-1955	www.cmiapples.com	Potandon Produce	103	800-767-6104	www.klondikebrands.com
Community Suffolk, Inc.	23	617-389-5200	www.community-suffolk.com	Primavera Marketing, Inc.	152	209-931-9420	www.primaveramarketing.com
Concord Foods	10	508-810-1700	www.sweetee-together.com	Procacci Bros. Sales Corp.	floral-11	800-523-4616	www.procaccibrothers.com
The Cranberry Network LLC	33	715-422-0410	www.thecranberrynetwork.com	Procacci Bros. Sales Corp.	133	215-463-8000	www.uglyripe.com
Crystal Valley Foods	44	305-591-6567	www.crystalvalleyfoods.com	Produce for Better Health Foundation	47	302-235-2329	www.pbhfoundation.org
Customized Brokers	45	305-471-8989	www.customizedbrokers.net	Produce Marketing Association	87	302-738-7100	www.freshsummit.com
Dole Fresh Fruit Company	76	818-879-6600	www.dole.com	Progressive Marketing Group	45	323-890-8100	www.pmgstrategic.net
Dole Fresh Fruit Company	2	818-879-6600	www.dole.com	Rice Fruit Company	153	800-627-3359	www.ricefruit.com
dProduce Man Software	36	888-PRODMAN	www.dproduceman.com	Riveridge Produce Marketing, Inc.	117	800-968-8833	www.riveridgeproduce.com
Duda Farm Fresh Foods, Inc.	27	866-792-DUDA	www.dudafresh.com	Riveridge Produce Marketing, Inc.	153	800-968-8833	www.riveridgeproduce.com
EDF Nogales-Santa Cruz County Nogales Development	66-67	520-287-3671	www.nogalesport.org	Robinson Fresh	25	877-679-2933	www.robinsonfresh.com
Exp Group LLC	163	201-662-2001	www.expgroup.us	Ryeco, Incorporated	127	215-551-8883	www.ryeco.com
Fierman Produce Exchange	28	718-893-1640		Setton Pistachio of Terra Bella, Inc.	155	559-535-6050	www.settonfarms.com
Floral Business	16	561-994-1118	www.floralbusinessmagazine.com	Shuman Produce, Inc.	111	912-557-4477	www.realsweet.com
Fresh Origins, LLC	37	800-263-0812	www.freshorigins.com	Sierra Seed Co.	70	520-281-9420	www.sierraseedco.com
Fresh Produce Association of The Americas	74	520-287-2707	www.freshfrommexico.com	Sigma Sales	72	520-281-1900	www.sigmasales.org
Fresh Taste Produce Limited Canada	131	416-255-2361	www.freshtasteproduce.com	South Florida Logistics	45	305-520-2300	www.flaglergl.com
Genpro Transportation Services, Inc.	92	800-243-6770	www.genproinc.com	Southern Specialties	45	954-784-6500	www.southernspecialties.com
Giorgio Fresh Co.	126	800-330-5711	www.giorgiofoods.com	Spice World, Inc.	52	800-433-4979	www.spiceworldinc.com
The Giumarra Companies	56	760-480-8502	www.giumarra.com	Sun Valley Group	floral-7	800-747-0396	www.thesunvalleygroup.com
Gourmet Trading Company	44	310-216-7575	www.gourmettrading.net	Sun-Glo of Idaho	99	208-356-7346	www.sungloidaho.com
Grower Alliance, LLC	71	520-761-1921	www.groweralliance.com	Symms Fruit Ranch, Inc.	153	208-459-8064	www.symmsfruit.com
Growers Express	39	831-751-1379	www.greengiantfresh.com	Ta-De Distributing Co	70	520-281-1932	www.ta-de.com
GS Distribution	135	800-523-4616	www.procaccibrothers.com	Tambo Sur	45	954-943-1572	
Harris Consulting Solutions	36	269-903-7481		Thermal Technologies, Incorporated	29	803-691-8000	www.gotarless.com
Hass Avocado Board	53	949-341-3250	www.hassavocado.com	Triple J Produce, Inc.	28	252-205-2936	www.triplejproduce.com
Healthy Trends Produce	64	520-987-0104	www.healthytrendsproduce.com	United Fresh Produce Association	157	202-303-3400	www.unitedfresh.org
Hess Brothers Fruit Co.	153	717-656-2631	www.hessbros.com	The USA Bouquet Co.	floral-9	800-306-1071	www.usabq.com
Idaho Potato Commission	95	208-334-2350	www.idahopotato.com/retail	John Vena, Inc.	130	215-336-0766	www.johnvenaproduce.com
IPR Fresh	73	520-377-5710	www.iprfresh.com	Vision Import Group	69	520-223-8920	www.visionproduceco.com
Kern Ridge Growers, LLC	32	661-854-3156	www.kernridge.com	Warren Wheeler Inc.	37	813-234-4211	
Kerry's Kitchen Gardens Inc.	46	305-247-7096		JC Watson	54	208-722-5141	www.soo.brand.com
Keystone Fruit Marketing, Inc.	114	717-597-2112	www.keystonefruit.com	West Pak Avocado, Inc.	55	951-296-5757	www.avocadamore.com
Keystone Fruit Marketing, Inc.	153	717-597-2112	www.keystonefruit.com	West Pak Avocado, Inc.	57	951-296-5757	www.westpakavocado.com
Keystone Fruit Marketing, Inc.	45	717-597-2112	www.keystonefruit.com	Western Fresh Marketing	37	559-662-0301	www.westernfreshmarketing.com
T.M. Kovacevich Philadelphia, Inc.	129	215-336-3160	www.tmkproduce.com	Wholesum Family Farms	61	520-281-9233	www.wholesumharvest.com
M. Levin & Co., Inc.	136	800-523-1986	www.mlevinco.com	Yakima Fresh LLC	149	800-541-0394	www.yakimafresh.com
LGS Specialty Sales, Ltd.	90	800-796-2349	www.lgssales.com				
Maine Potato Board	102	207-769-5061	www.maine potatoes.com				
Malena Produce, Inc.	62	520-281-1533	www.malenaproduce.org				



I expect reliable trading partners.

Blue Book Services provides in-depth business information on companies throughout the fresh produce supply chain.

Whether your sales team needs leads or your credit team needs Ratings & Scores - Blue Book membership gives you the business data to grow and protect your business.

Search ProduceBlueBook.com by company name, commodities, geographic region, pay descriptions, integrity rating, business classification, and more!

Contact us about how Blue Book Membership can grow your sales and help you confidently manage risk.



Blue Book Services | *Profit from Experience*

630.668.3500 | info@bluebookservices.com | www.producebluebook.com

TAKING CARE OF BUSINESS



In 1992, the stockholders of the “Old Philly Market” (also known as the Philadelphia Regional Produce Terminal at the time) on Galloway Street in South Philadelphia gathered for their annual meeting at the Old Original Bookbinder’s seafood restaurant located on Second and Walnut Streets in the Old City district of Philadelphia.

Marty Roth, vice president of Coosemans Philadelphia, was tired senseless after working a 24-hour shift from 7 a.m. to 7 p.m. on the market, but gallantly attended the dinner meeting.

Joe Procacci, founder and chief executive of Procacci Brothers Sales Corp., and Buddy Lombardo, vice president, buyer and sales for Pinto Brothers, remembered the seafood there was outstanding.

“I used to go there regularly for lunch,” says Procacci.

“The restaurant was known for its raw bar, shrimp, clams, and whole lobsters,” says Lombardo.

“The menu for our annual dinner was the same every year — it was always a whole lobster with all the fixings, and strawberry shortcake was the featured dessert,” recalls John Vena, president of John Vena, Inc. “The meal was incredibly large, and most guys would ask for their strawberry shortcake to go.”

Bookbinder’s was owned by the Taxin family. According to Vena, the family had a store on the market as well. Eventually, the Taxin’s sold their space on the market and concentrated on the restaurant.

According to Philly.com, around 1950, John M. Taxin bought out his partners and added “Old Original” to differentiate it from Book-

binders Seafood House, which two of Samuel Bookbinder’s grandsons opened in 1935 on 15th Street near Locust in Philadelphia. The 15th Street restaurant closed in 2004, and in March of 2009 (under the ownership of Taxin’s grandson, John E. Taxin), Old Original Bookbinder’s closed as well amid bankruptcy.

Once the restaurant closed, the Philly Market stockholders attempted meetings at a casino for a few years, but ultimately decided to host the meetings in a conference room on the “new market” (known today as the Philadelphia Wholesale Produce Market), explains Lombardo.

“From a business point of view, the meetings are more efficient being held during the work day versus a dinner with plenty of food and drinks,” Vena says with a chuckle. “In those days, things were much more casual. The issues we have today are more serious for us than what we were up against then. Now someone is always going through food safety accreditation and certification; we review the procedures, we discuss what others did during their process, and so on.”

“The main topics are always business in general, our facilities, things that we could do to increase business, and keeping costs down,” says Vena regarding what topics that are timeless and still get reviewed in the Philly Market stockholder meetings. “Basically, we have to manage our building and take care of our customers — those things don’t change. I miss going to those dinners at Bookbinder’s — that was something to look forward to every year.”

The *Blast from the Past* is a regular feature of *PRODUCE BUSINESS*. We welcome submissions of your old photos, labels or advertisements along with suggested captions. Please send materials to: Editor, *PRODUCE BUSINESS*, P.O. Box 810425, Boca Raton, FL 33481-0425, or e-mail info@producebusiness.com

Full Line of Tropical Produce



Operations in the United States, Dominican Republic, Costa Rica and Mexico, also shipping from Brazil, Jamaica, Haiti, Nicaragua, Guatemala & Ecuador. Your Latin produce source as your grower, packer, shipper and distributor!

WAREHOUSE

2500 83rd St. 2-W
North Bergen, NJ 07047
Phone: 201-662-2001
Fax: 201-662-1997



MAILING ADDRESS

Exp Group L.L.C.
P.O. Box 543
Glen Rock, NJ 07452-0543

SALES

Emil Serafino
201-965-6927
emil@expgroup.us

Frank Rodriguez
809-841-3365
frank@expgroup.us

Paul Serafino
718-216-5898
paul@expgroup.us

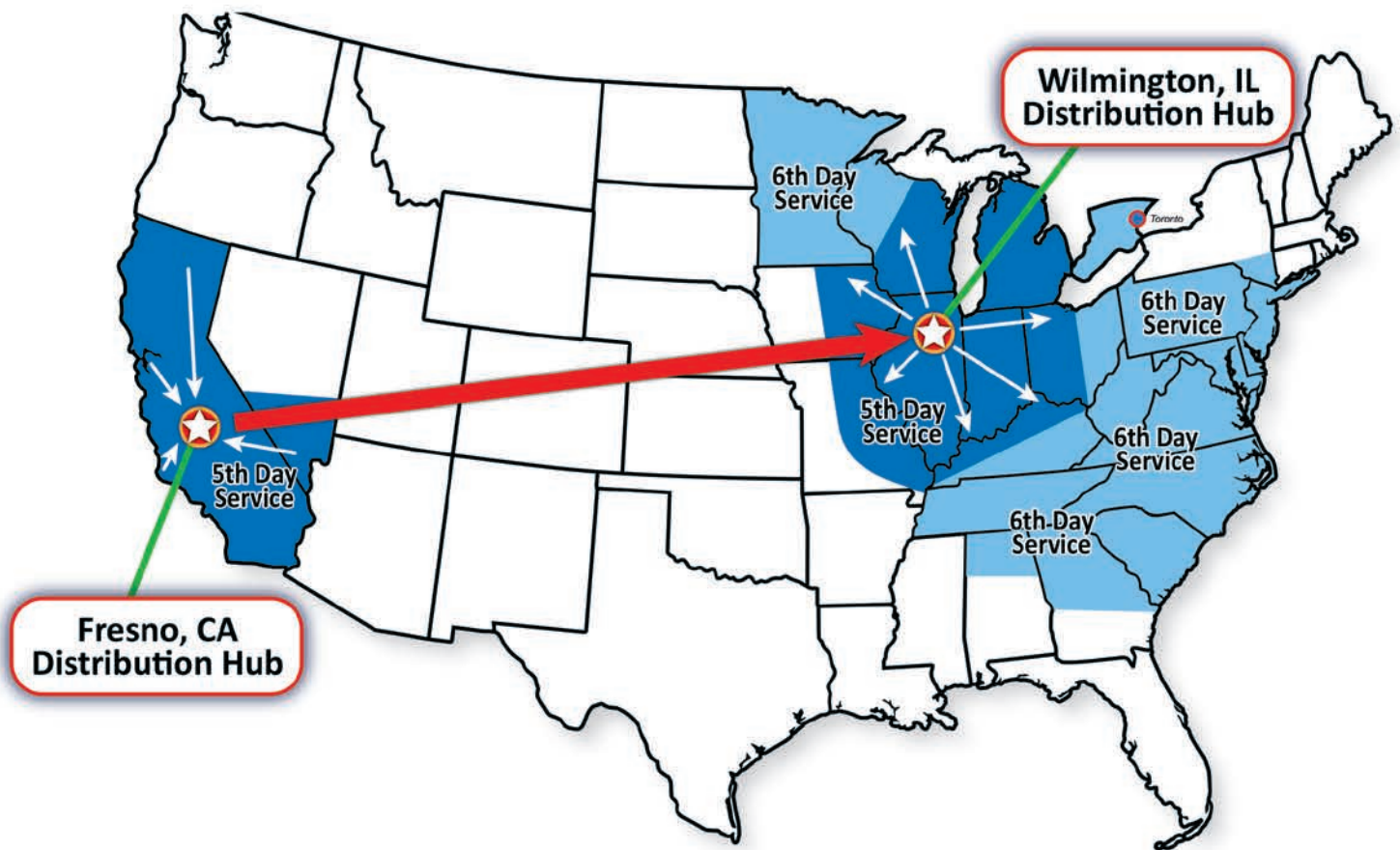
Fraymil Rodriguez
201-245-8026
fr@expgroup.us

WWW.EXPGROUP.US

Get on the Right Track California to the Midwest

Dedicated Refrigerated Boxcar Unit Train

DEPARTS EVERY WEDNESDAY



DELIVERIES MONDAY AND TUESDAY



Expedited Climate Control Rail and Truck Solutions

Phone: 952.224.0070 | www.MckayTransCold.com