

# producebusiness

MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

## Plating Produce Front & Center



INSIDE:

THE PUNDIT TALKS WITH PROFESSOR BARNY HAUGHTON  
NEW JERSEY PEACHES • SUMMER CITRUS • SOUTH CAROLINA FARMERS MARKET  
DISTRIBUTION SOFTWARE • SCHOOL SALAD BARS • DATES & FIGS  
GARLIC MERCHANDISING • UNITED RECEPTION • LONGEVITY OF US EXPORTS  
PESTICIDE RESIDUE RESEARCH • THE ROLE RETAILERS PLAY IN ORGANICS  
SUPPLEMENT: PRODUCE FOODSERVICE PORTFOLIO  
EXCLUSIVE: NEW YORK MARKET PROFILE



Peel the love 

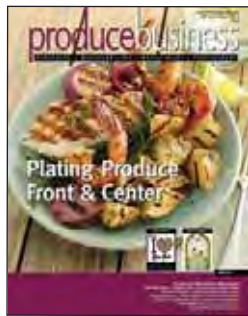
KEEP YOUR EYES ON THE ROAD

**Dole's "Peel the Love Summer Tour"**  
is coming back with even more stops and  
promotional opportunities than last year.



Contact your Dole representative to  
provide you with materials and help  
you schedule a Peel the Love event.





## COVER STORY

- 25 PLATING PRODUCE FRONT & CENTER**  
 The industry's most influential chefs and visionaries discuss new and versatile menuing options.

## COMMENTARY

- 12 THE FRUITS OF THOUGHT**  
 Five New Priorities For Increased Foodservice Sales
- 43 VOICE OF THE INDUSTRY**  
 Maintaining Organic Integrity At Retail
- 163 RETAIL PERSPECTIVE**  
 Use Local Interest To Teach About Produce
- 164 EUROPEAN MARKET**  
 US Export Longevity With EU Depends On America's Next Move

## IN THIS ISSUE

- 4 THE QUIZ**
- 6 WASHINGTON GRAPEVINE**
- 8 PRODUCE WATCH**
- 10 RESEARCH PERSPECTIVES**
- 11 COMMENTS AND ANALYSIS**
- 18 TRADE SHOW CALENDAR**
- 165 INFORMATION SHOWCASE**
- 166 BLAST FROM THE PAST**



**59**

**16TH ANNUAL PRODUCE BUSINESS FOODSERVICE PORTFOLIO**

## FEATURES

- 35 SPECIALTY PRODUCE IS NOT ONE-SIZE-FITS-ALL**  
 Marketers examine the category and how retailers can increase sales based on unique elements inherently found in a variety of stores.
- 40 A PEACH OF AN OPPORTUNITY IN THE GARDEN STATE**  
 A look at how retailers can improve merchandising, marketing and selling of Jersey peaches.
- 48 SOUTH CAROLINA STATE FARMERS MARKET COMBINES WHOLESALE, RETAIL AND EVENT EXPERIENCE**  
 The newly updated venue offers improved business for vendors and a fun shopping experience for customers.
- 50 HOW DISTRIBUTION SOFTWARE FIGURES INTO THE BOTTOMLINE**  
 Experts across the supply chain weigh in on advancements and practical uses for technology.

## DEPARTMENTS

- 55 FOODSERVICE MARKETING**  
*School's Out, But Salad Bars Are In*  
 Increased student participation, school purchases of produce and overall consumption are the results of latest salad bar study.
- 74 MERCHANDISING REVIEW**  
*The Garlic Differential*  
 With so many versatile uses, the vegetable is a classic ingredient for all ethnicities and typically on every shopping list.
- 159 DRIED FRUIT AND NUTS**  
*Increasing Off-Season Sales For Figs And Dates*  
 Implementing a variety of techniques can strengthen popularity and bottomlines.

## SPECIAL FEATURES

- 14 FROM THE PAGES OF THE PERISHABLE PUNDIT**  
 How To Get People To Eat More Fruit And Vegetables: Professor Barny Houghton Speaks Out
- 20 UNITED SHOW RECAP**  
 Celebrating Chicago Style
- 22 INDEPENDENT STORE: FAREWAY**  
 Fareway Stores Remain True To Its Humble Roots
- 44 RETAILERS WANT TO KNOW**  
 Summer Citrus Category In The Year 2020?

- 79 SPECIAL SUPPLEMENT: NEW YORK REGIONAL MARKET PROFILE**



- 80 Getting To Know Hunts Point: The Produce Gem Of The Bronx**  
 After 47 years, the Market continues to shine with exceptional produce and dedicated vendors.
- 108 Loving Local**  
 Hunts Point Produce Market embraces the local trend to accommodate its customers and to meet consumer demand.
- 112 Navigating The Market**  
 Vendors give first-timers an idea of how to attack the Market and how to build business relationships on the sales floor.
- 115 Finding Talent For Hunts Point**  
 Vendors discuss what they look for in new recruits to uphold the Market's reputation.
- 120 Savvy Chefs on the Hunt**  
 Two of New York's working culinarians find value at the Hunts Point Produce Market
- 123 Competition Raises Bar For Better Produce**  
 Produce distributors in the Greater New York area look to capitalize on growing consumer trends for future expansion.
- 140 Baldor Gives Back**  
 Michael Muzyk and Chef Michael White collaborate to give young adults a lesson in culinary art.
- 147 FOODSERVICE PROFILE: The Four Seasons Continues To Thrive After 220 Seasons**
- 149 FOODSERVICE PROFILE: Maialino: A Little Bit Of Rome Takes Root In New York City**
- 151 RETAIL PROFILE: Cherry Hill Gourmet Market**
- 153 RETAIL PROFILE: Westside Market NYC**

## THIS MONTH'S WINNER



**Joe H. Loiacano**  
Senior Manager Fresh Produce and Potato Products  
Wendy's Quality Supply Chain Co-op, Inc.  
Dublin, OH

Joe Loiacano didn't always think he would be a part of the produce industry.

"One year my dad asked me if I was going to continue playing baseball over the summer, and I said no. I ended up going to work [with my father that summer]," says Loiacano.

Being in the produce industry runs in Loiacano's family. "My grandfather had a horse and wagon [which he used to carry and sell produce], and my father had a produce company in Saginaw, MI," says Loiacano.

Even though Loiacano initially did not think about going into the produce business, he does not regret his choice.

"It was the best thing for me, because I got to work with my dad and learn about the business," says Loiacano.

Today Loiacano is the senior manager of fresh produce and potato products at Dublin, OH-based Wendy's Quality Supply Chain Co-op, Inc., which is the purchasing arm for Wendy's restaurants. Loiacano has been in charge of handling all the fresh and frozen veggies for almost four years.

**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 September issue of PRODUCE BUSINESS. The winner must agree to submit a color photo to be published in that issue.

### WIN AN UNDER SEAT ROLLING CARRY ON

This rolling carry-on luggage conveniently fits under most airline seats and meets the standard size requirements. With the handle collapsed, the carry-on is only 15 inches tall. Despite its compact size, the luggage has two side pockets for laptops, electronics and other travel accessories. It also includes a main compartment for clothing storage. The carry-on weighs 7.5 pounds and is made of ballistic nylon with self-mending zippers and inline skate wheels.



### QUESTIONS FOR THE JULY ISSUE

- 1) How many "generations in the making" were part of Mann's Family Favorites? \_\_\_\_\_
- 2) What is the website address for Spice World? \_\_\_\_\_
- 3) What fruit is featured on the Sunkist ad? \_\_\_\_\_
- 4) What produce items are featured on the salad shown on the Naturipe ad? \_\_\_\_\_
- 5) What is the city and state listed on the ad for the Chilean Fresh Fruit Association? \_\_\_\_\_
- 6) What brand of celery is featured on the Duda Farm Fresh Foods ad? \_\_\_\_\_

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:  
JULY QUIZ PRODUCE BUSINESS • P.O. Box 810425 • Boca Raton, FL 33481-0425

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 EDITORS**  
Carol Bareuther, Becky Billingsley, Bonnie Cavanaugh, Paul Frumkin, Bob Johnson, Oscar Katov, Keith Loria, M. Thomas Martin, Jodean Robbins, Lizz Schumer, Lisa White

**ADVERTISING**  
Eric Nieman, Associate Publisher  
ENieman@phoenixmedianet.com  
Sandy Lee  
SLee@phoenixmedianet.com

Kelsee Loche  
KLoche@phoenixmedianet.com

Bill Martin  
Martinmedia45@peoplepc.com

Ellen Rosenthal  
ERosenthal@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







CALIFORNIA AVOCADOS



CALIFORNIA FRESH



**Have you noticed that sales of avocados rise during the California Avocado Season?**

IN FACT, RETAIL SALES HAVE INCREASED over 20% for each of the past four seasons (April – September) compared to the prior six months.

We believe it's because consumers love the fresh-to-market taste of avocados grown in California's ideal climate.

It's California Avocado Season! Stock your displays with fresh California Avocados and enjoy their unique sales advantage.

**CA Season vs. Non-CA Season**  
Retail Avocado Dollars (in Millions\*)



Call 1.800.344.4333 or visit [CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail) for information, merchandising support and marketing programs to help grow your California Avocado business.

\*IRI/FreshLook-MULO (Multi-Outlet) data, Total U.S. as of 1/26/14  
© 2014 California Avocado Commission. All rights reserved.





## THE QUEST TO KEEP FRUITS AND VEGETABLES IN SCHOOL MEALS



**A**t the heart and soul of the fresh fruit and vegetable industry is one purpose: to provide an abundant supply of nutritious produce to all Americans. Making sure government policies enhance the ability of Americans to have access to fresh fruits and vegetables is a cornerstone of the mission of United Fresh Produce Association. But recently, these two missions have come under attack as Congress debates federal requirements for school meals. United Fresh has been working relentlessly to protect the nutritional needs of America's schoolchildren and of fresh produce providers.

Back in 2010, in a rare display of productive bipartisanship, Congress passed the Healthy Hunger-Free Kids Act, which put in place new requirements for healthy meals in schools — including a requirement that reimbursable meals include a half-cup serving of fruits and vegetables. This requirement helps put kids, including many who would not otherwise get to eat healthy fresh produce, on the path toward good eating habits that help them grow into healthy, productive adults.

However, as Congress now considers funding for the implementation of the Healthy Hunger-Free Kids Act, a minority of school districts are claiming they are unable to meet these new standards, particularly those pertaining to increasing whole grains and lowering sodium levels. They are pressing Congress for an exemption or waiver from the standards, including the requirement for a half-cup serving of fruits and vegetables. Rolling back such a basic requirement that undoubtedly helps underserved kids would be a tragic mistake.

In May, the House of Representatives Appropriations Committee passed their

**UNITED FRESH WILL CONTINUE TO IMPRESS UPON MEMBERS OF BOTH THE HOUSE AND SENATE THE IMPORTANCE OF ENSURING A VULNERABLE SEGMENT OF THE POPULATION, SUCH AS UNDERSERVED SCHOOL KIDS, HAVE REGULAR ACCESS TO HEALTHY, NUTRITIOUS FRESH PRODUCE.**

version of the fiscal year 2015 Agriculture Appropriations bill, which funds the Department of Agriculture and administers school lunch programs. This legislation contained language allowing school districts to opt out of the new requirements, including the half-cup of fruits and vegetables.

United Fresh had vigorously urged members of the House Appropriations to preserve the requirement for fruits and vegetables stating in a letter to the Committee leadership, "The childhood obesity crisis gives further urgency to helping children learn to eat healthier diets or face a lifetime of increased risk of chronic disease and escalating medical costs that are borne by these individuals and increasingly by government. Helping children learn healthy food choices is an educational need just as critical in schools as teaching math, science or social studies."

While the House Appropriations Committee, as a whole, unfortunately passed the opt-out language, many members of the House shared United Fresh's view and raised serious objections to the proposal. Following the House action, and after sustained

lobbying by United Fresh, members of the Senate Appropriations Committee crafted a bipartisan compromise that provides schools with flexibility in adjusting to the new standards on sodium levels and whole grains, while maintaining the requirement for a half-cup of fruits and vegetables. This sensible solution must now be approved by the entire Senate.

Following approval, the full House must pass their version of the Agriculture Appropriations bill, and the two bodies must conference to work out differences between their versions of the overall bill.

United Fresh will continue to impress upon members of both the House and Senate the importance of ensuring a vulnerable segment of the population, such as underserved school kids, have regular access to healthy, nutritious fresh produce. We'll make sure Congress keeps getting the message that we, along with America's Moms and Dads, know the challenges of helping our kids make healthy choices — but we don't opt-out of trying. It's time for Congress to put all of our kids' health first.





**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.**



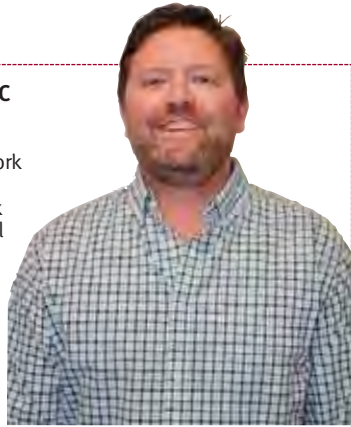
**Blue Book Services** | *Profit from Experience*

630.668.3500 | [info@bluebookservices.com](mailto:info@bluebookservices.com) | [www.producebluebook.com](http://www.producebluebook.com)

## TRANSITIONS

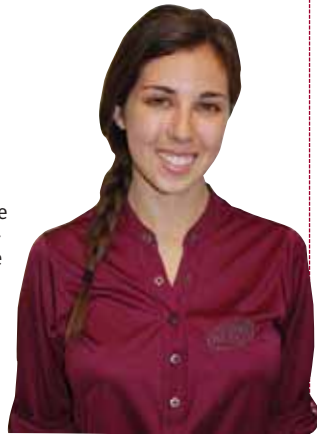
### SUN WORLD INTERNATIONAL, LLC BAKERSFIELD, CA

**Jason Fuller** joins Sun World in the role of sales manager. Fuller will work with sales account executives and category leads to execute and track pricing strategy, review promotional plans and implement trade activity across all of Sun World's customers, channels and markets.



**Mia Voelz** joins Sun World as a sales associate and will be responsible for supply planning and sales account management.

**Danielle Loustalot** joins Sun World in the new role of marketing associate responsible for the day-to-day execution of the company's trade and consumer marketing strategy.



Sun World is promoting sales account executive **Mignon Marlow** to the role of pepper category lead. Marlow will continue to manage key Sun World accounts while also managing daily pricing strategy, customer program planning and day-to-day communications between sales and operations for the pepper category.

Sun World also appointed **Keith Mitchell** as its new chief financial officer. In his new role as CFO, Mitchell will be responsible for the company's financial planning and operations, investor relations, and guidance of the company's overall strategic direction as part of its collaborative senior management team.



### GIUMARRA NOGALES LOS ANGELES, CA

Giumarra Nogales welcomes **Ki Thompson** to its sales team. Thompson will focus on fruit and vegetable sales for Giumarra's product grown in Mexico, including its line of Fair Trade Certified grapes, melons, and vegetables. Thompson also worked with Raleigh, NC-based L&M Companies, Inc. for nine years in brokerage, distributing, freight, and logistics.



### PROCACCI BROTHERS SALES CORPORATION PHILADELPHIA, PA

Procacci Brothers Sales Corporation announces the appointment of **Frank Paone** as director of marketing. Frank will be responsible for driving the company's marketing efforts, while also taking an active role in Procacci's sales department.

Procacci Brothers Sales Corporation also announces **Lou Struble** has been named director of corporate communications and corporate social responsibility. In his new role Struble will continue to focus on Procacci's drive toward delivering sustainable business operations that bring value to the lives of their customers and employees.



### READY PAC FOODS INC. IRWINDALE, CA

Ready Pac Foods Inc. announces **Michael Ervin** as plant director of the company's Irwindale, CA, facility. As plant director, Ervin will oversee the operational performance, strategic initiatives and manage site growth by partnering with on-site functional leadership. Ervin's focus will be to maintain seamless operational success within Ready Pac's manufacturing site and distribution process.

### KATIE'S KROPS SUMMERVILLE, SC

Nonprofit Katie's Krops, welcomes longtime supporter, **Don Goodwin**, to the board of directors. The growing 501(c)3 organization is honored to have the entrepreneur of a leading consulting firm in fresh produce as a board member. Goodwin has supported the organization's marketing efforts, arranged sponsorships, and provided strategic insights after being introduced to Katie's Krops nearly five years ago when Katie Stagliano spoke at an industry event.





ANNOUNCEMENTS

**IDAHO POTATO WALL CHART SIMPLIFIES SELECTION**

The Idaho Potato Commission, Eagle, ID, has developed a Web page entitled, “Our Most Popular Varieties” for operators who need help selecting just the right potato for their needs. The link provides a downloadable Idaho Potato Varieties poster to take the guesswork out of purchasing. Click on each photo/description to find out more about the variety’s appearance, flavor profile and recommended usage.



**TO-JO MUSHROOMS SUPPORTS KIDS CAMPAIGN**

To-Jo Mushrooms, Avondale, PA, supported the 12th annual Produce for Kids *Get Healthy Give Hope* campaign to help raise funds for children’s organizations. In addition to a direct contribution to Produce for Kids, To-Jo donated funds from the sale of its 8-ounce Whole and Sliced Mushrooms to support the Our Family Foundation, which is a partnership that supports Giant Food Stores’ charitable organization.



**AWE SUM ORGANICS CELEBRATES 29 SWEET YEARS**

Awe Sum Organics, Santa Cruz, CA, celebrates its 29th year in business. As “Organic” has taken on a whole new meaning with the threat of GMO’s, the company’s mission continues. Founder and president, David Posner, began cultivating his dream of bringing safe, organic fruit to the masses 42 years ago and ended up growing a lifelong passion for organic produce into his livelihood.



**AVOCADOS FROM PERU LAUNCHES MONUMENTAL SUMMER CAMPAIGN**

The Peruvian Avocado Commission, Washington D.C., has launched an unprecedented combination of trade and consumer marketing programs to support one of the largest Peruvian avocado crop exports to the United States. More than 130 million pounds of Avocados from Peru are projected to arrive in the U.S. during the summer months of June to September — an increase of 120 percent over 2013.



**MARKS AND SPENCER SET TO TRIAL LASER FRUIT LABELING SYSTEM**

Valencia, Spain-based Laser Food, a technology company that uses laser labels for fresh fruits and vegetables, is set to make its first appearance on U.K. supermarket shelves, following the signing of an agreement between leading retailer Marks and Spencer. The retailer will be trialing the laser labeling system with oranges in several of its stores over the coming months. If successful, Marks and Spencer said the technology could potentially be used with other fruit and vegetable categories.



**MUSHROOM BLENDABILITY HEATS UP AT RETAIL**

The Mushroom Council’s (San Jose, CA) inaugural Swap It Or Top It retail display contest is comprised of approximately 600 stores across the country this year. The goal is to build engaging, summer grilling-themed mushroom displays. More than \$10,000 in total prizes will be awarded to 21 winning produce departments from stores across the country. Participating stores must submit photos to retail.swapitortopit.com by July 18.

**SWEETANGO PROVES IT’S THE ‘SWEET SPOT’ OF THE APPLE SEASON**

Sweetango, Lake City, MN, will launch an interactive retail program that gives foodies and fans the chance to win Sweetango apples for a year, along with other fun giveaways and prizes. The “Sweet Spot” retail campaign will launch in August as Sweetango apples hit the market. By simply sharing the retail location where they spot the Sweetango, consumers are automatically entered to win a year’s supply of apples, branded merchandise, goodies and more.



**NATIONAL MANGO BOARD STRENGTHENS FOODSERVICE PARTNERSHIPS**

The National Mango Board (NMB) works closely with foodservice operators, chefs and media to increase mango awareness and education with the goal of securing new fresh mango items on menus. In an effort to spread the mango message and add more mangos to the menu, the NMB works with foodservice publications to secure mango stories in foodservice magazines and newspapers throughout the year. The NMB outreach efforts for foodservice PR garnered more than two million impressions for Q1. Look for Q2 results later in July. In November, the NMB will meet with foodservice publications at the International Foodservice Editor Council annual conference, inspiring them with chef’s mango culinary creations.



**PEAR BUREAU NORTHWEST ANNUAL ESTIMATES RELEASED**

Pear Bureau Northwest, Milwaukie, OR, held its annual pear meeting in Portland. Representatives of the Northwest pear industry met to project the size of the 2014 fresh pear harvest and review program strategies as well as tactics for the coming season. With reports of a crop of excellent quality from the Pacific Northwest growing regions, the total projection is showing approximately 18.7 million standard 44-pound box equivalents (or 411,400 tons) of pears for the fresh market.

Produce Watch is a regular feature of PRODUCE BUSINESS. Please send information on new products, personnel changes, industry, corporate and personal milestones and available literature, along with a color photo, slide or transparency to: Managing Editor, PRODUCE BUSINESS, P.O. Box 810425, Boca Raton, FL 33481-0425, or e-mail us at info@producebusiness.com

## Setting The Record Straight On Pesticide Residues

BY DR. CARL L. KEEN, PROFESSOR OF NUTRITION AND INTERNAL MEDICINE, UNIVERSITY OF CALIFORNIA, DAVIS

**P**hysicians, government agencies, nutritionists and environmental groups collectively agree the health benefits of eating a diet rich in fruits and vegetables outweighs the theoretical risks from the pesticide residues that can be found on these foods — when the measured residue levels are within the acceptable limits set by the FDA. This position is supported by numerous peer-reviewed toxicology studies and decades of nutrition research. Regrettably, recent surveys show many consumers believe the opposite position is true and that residues can pose a significant health risk. Cancer is among key consumer concerns.

each year by increasing fruit and vegetable consumption by a single serving, while less than 10 cases of cancer would be added as a consequence of an increased consumption of pesticide residues. (Estimated cancer cases from residues are likely an over-estimate of the risk, but we chose to take a conservative approach.) While the concept of benefit/risk calculations is often difficult to embrace, the dramatic difference between benefit and risk estimates for consuming foods with detectable, but allowable, pesticide residues should provide confidence that consumers do not have to be unduly concerned about cancer risk from consuming conventionally grown produce.

Following peer review, a paper summarizing our methodology and findings was published in the *Journal of Food and Chemical Toxicology* in the fall of 2012. It is our hope this information will be useful for nutritionists and other health professionals who are concerned about the potential negative effects of pesticide residues on fruits and vegetables. We suggest this approach provides a practical way to evaluate risk-benefit issues as they relate to foods, and that it provides an example as to how one might discuss this concept with patients and/or concerned consumers.

Peer-reviewed research consistently indicates a diet rich in fruits and vegetables reduces the risk of certain diseases, improves overall health and leads to a longer life. A recent study from the University College of London published in the *Journal of Epidemiology and Community Health* in March 2014 found people who consumed seven or more servings of fruits and vegetables daily reduced their risk of premature death by 42 percent. That study also found this level of produce consumption reduced the risk of heart disease by 31 percent and cancer by 25 percent.

Importantly, this study and our study found even slight increases in produce consumption can have a significant impact on health. Their results suggest by eating just one to three servings per day, you reduce your risk of premature death by 14 percent and by 29 percent if you eat three to five servings. Because of these results, the

study's lead author stated: "We all know that eating fruit and vegetables is healthy, but the size of the effect is staggering."

So why are consumers' risk/benefit perceptions about produce safety skewed in the wrong direction? One hypothesis is over the past several years consumers have been repeatedly exposed to negative messages regarding the safety of conventionally grown fruits and vegetables. These foods are often referred to as "dirty" or "toxic laden." This messaging, often aggressively promoted, has almost become mainstream thinking. While the motivations underlying such messaging are typically well intentioned, the result may be that food safety fears have created an inappropriate barrier to increasing the consumption of these healthy foods. This factor has an undermining effect on public health initiatives, which promote healthier eating. For individuals who work in public health, advise patients and/or consumers regarding nutrition, or are part of the scientific community, it is important we engage in issuing our messages to consumers to regain accurate risk/benefit perceptions among consumers. That message is quite simple:

- There is uniform and widespread agreement among health experts that consumption of fruits and vegetables needs to be substantially increased.
- Consumers can choose either organic or conventionally grown produce without safety concerns about pesticide residues — government sampling data repeatedly shows "residues do not pose a food safety concern."

### About Dr. Carl L. Keen

Dr. Carl L. Keen has been a member of the nutrition faculty at the University of California, Davis, since 1981. He was the Chairman of the Department of Nutrition from 1993 to 2006. He is a member of the American Society for Nutritional Sciences (ASNS), the American Society of Clinical Nutrition (ASCN), the Teratology Society, the Society for Experimental Biology and Medicine (SEBM), and the American Association for the Advancement of Science (AAAS).

### About the Department of Nutrition at UC Davis

The Department is committed to extending science-based information to the public through local, state, national and international channels. Graduates of the nutrition program at UC Davis are recognized as among the best in the country and are aggressively recruited for positions in industry, government and educational institutes. For sharing accurate nutrition information, UC Davis with the support of UC Division of Agriculture and Natural Resources, is committed to outreach efforts that have the common goal of improving the health of all Americans.

**Our analysis indicated approximately 20,000 cancer cases would be prevented each year by increasing fruit and vegetable consumption by a single serving . . .**

Recently, my colleagues and I examined the theoretical cancer risk, and benefits associated with a potential increase in the consumption of conventionally grown fruits and vegetables. We began by conducting an analysis of the potential number of cancer cases that might be prevented if half of the U.S. population increased its fruit and vegetable consumption by one serving per day. This number was contrasted by an upper-bound estimate that might be theoretically attributed to the intake of pesticide residues arising from the same level of additional fruit and vegetable consumption.

Our analysis indicated approximately 20,000 cancer cases would be prevented



# Measuring Risk Is Risky Business

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

**T**he issue of pesticides and produce consumption is a long running one. Before the great Spinach Crisis of 2006 brought the issue of pathogen contamination to the forefront, this columnist spent many a year traveling around the country cautioning trade and consumer groups that concerns over pesticide residues were overblown and that the real problem would be pathogens. This position was vindicated by the pathogen-related episodes of recent years.

Now the pendulum of concern is swinging back to pesticides. It certainly doesn't help to have groups, such as the Environmental Working Group, coming out annually with its "Dirty Dozen," and clearly this is scaremongering and fundraising more than science. After all, the very concept of a "Dirty Dozen" is inherently something the industry can never be rid of. Even if the industry reduced pesticide residues by 99 percent tomorrow on all items, there would still be a dozen items that would make this list as the most "dirty" — obviously such calculations bear no reference to risk.

Yet we doubt that these groups and their activities explain consumer attitudes toward pesticides. These attitudes are better explained by the way human beings process risk. People who think nothing of hopping in their cars and zooming off to the nearest farmers market fear the risks of flying in commercial airplanes, which are statistically much safer. Similar dynamics are expressed regarding irradiation of food, GMOs, the proximity of nuclear power plants, cell phone towers and much more.

Most humans are just not very good at doing probabilities, so they enter the lottery and worry about being killed during a shark attack.

The gist of this study is it provides research support for the standard public health message, which is: All the research done shows a health benefit to consumption of produce, and all that research was done with conventional produce. Therefore, when calculating any negative effects from pesticides (or anything else),

there is a net positive benefit, and a substantial one, to consuming more fruits and vegetables.

One question is whether the risk of exposure to pesticides is properly calculated here. Organic produce is not grown without pesticides; it just uses only approved pesticides. To properly compare organic to conventional, one needs to compare the risks of each mode of production.

Another question is whether we actually need to worry about the fact that there are scaremongering groups out there. It is annoying to the industry, but is it actually causing a decline in consumption? This research does not address this question.

The authors point out that there is negative messaging and then say "...the result may be that food safety fears have created an inappropriate barrier to increasing the consumption of these healthy foods."

This "may" be true, but it "may not." It may push some people into buying organic, and since organic is more expensive, they may buy less. Yet they may also be happy with their choice and buy more.

We have no legitimate studies showing a statistically significant percentage of people who have been exposed to this negative messaging deciding to eat less produce and replace fruits and vegetables with candy bars or meat. Many alternative products have negative perceptions of their own, so it is not clear that consumers will process a belief that there are risks, even disproportionate risks, to mean that they are better off eating other products.

Perhaps the industry should focus on clarifying its own health message. The assertion is that eating "more produce" is healthier. Yet, once again, we have actually never seen a study that says exactly that.

Imagine a person is at weight stasis consuming 2,600 calories a day. Now, upon hearing he should "eat more produce," he decides to force himself to have six additional pieces of fruit before he goes to bed, say 500 calories total.

Standard tables showing a pound of fat equals 3,500 calories indicates this person will gain 52 pounds a year. Is anyone really claiming that this will enhance health?

**We have no legitimate studies showing a statistically significant percentage of people who have been exposed to this negative messaging deciding to eat less produce and replace fruits and vegetables with candy bars or meat.**

In truth, the studies that do exist do not just say eat more produce. They say eat less of other things and replace the caloric content with produce — which is a very different message.

It is also true that many of our outreach efforts focus solely on sweet fruit, which is easy to love. Turning children and others onto more bitter vegetables may wind up being an important challenge for the industry to address if we really want to use produce to boost public health efforts.

## FIVE NEW PRIORITIES FOR INCREASED FOODSERVICE SALES

By James Prevor  
President & Editor-in-Chief



A half decade ago, the CEOs of the Produce Marketing Association (PMA), the National Restaurant Association (NRA) and the International Foodservice Distributors Association (IFDA) stood together on the stage of PMA's annual Foodservice Conference in Monterey, CA, and announced what consultants might call a big, hairy, audacious goal: to double produce usage in foodservice within 10 years.

In his opening remarks, Bryan Silbermann, PMA's CEO, articulated the five priority areas that a special invitation-only "think tank" had identified as key to achieving this goal:

- Re-imagine the restaurant experience, with produce having a stronger presence and telling its story from field to fork.
- Increase consumer confidence in fresh produce, including product safety, trust and integrity.
- Demonstrate social responsibility, balancing the needs of people, the planet and profitability.
- Foster closer collaboration among the industry sectors, including operators, distributors and grower/shippers.
- Foster closer collaboration with government and other stakeholders.

Now at the five-year mark of the 10-year plan, one might expect a serious report on progress made, identification of the obstacles holding us back, and the plan for the next five years.

Instead the three associations seem to be anxious to forget the whole thing. PMA's Foodservice Conference has not a single workshop or general session scheduled on the initiative. PMA, NRA and IFDA each have great websites, all of which contain nothing but historical references to the initiative. In fact, there really is no initiative anymore.

The reason this topic is so worth exploring is that the situation reveals much about the difficulty of increasing produce consumption through the foodservice channel.

First, a key challenge revealed was a lack of transparency and knowledge. To be honest, nobody — including PMA, NRA and IFDA — had a real handle on what produce usage and consumption was in foodservice back in 2009, and nobody has a good measure right now. The initiative quickly degraded when they started talking about "menu mentions" because they couldn't talk about usage or consumption.

Second, this thing the industry calls "foodservice" — everything from a food cart operator grilling peppers and onions to sell with sausages; to white-tablecloth restaurants; to feeding the army or hospital patients — is too diverse. Any one effort or campaign is bound to be ineffective in many sectors of the industry.

Third, it became clear that the commitment to boost produce consumption is, at best, tepid among those who don't specifically benefit from more produce usage. PMA has always been game. Its big grower/shipper members are highly motivated to boost produce usage

by foodservice operators and consumption by consumers.

NRA, however, never really moved on the initiative — mostly because of a split within the association. The staff executives, such as President and CEO Dawn Sweeney, saw the opportunity to announce this initiative with the produce industry as good political cover in an environment where the *zeitgeist* was moving against restaurants. There was a lot of fear that restaurants might be regulated as contributors to obesity, much as tobacco companies were being regulated as contributors to smoking.

Shrewdly, Sweeney perceived the importance of positioning the restaurant industry on the side of the angels. Unfortunately, the membership of NRA, mostly smaller restaurants and chains, really couldn't care less. If consumers want spaghetti and meatballs, that is what restaurants will sell; if they want Peking Duck, that is what they will sell. Although some chefs, and even some chains, are interested in improving the world and perceive increasing produce usage as a way to do that, for the most part these efforts are at the margin.

As far as the foodservice distributors go, it is really not clear how IFDA was ever going to really impact this initiative. Its members distribute what its customers want — produce, meat, canned goods, etc.

Beyond these specific lessons, looked at with a half-decade perspective, it seems that the five priority areas were not likely to be the key factors in moving consumption. Here is a suggestion of five to look at in the next half decade:

1) Focus on teaching culinary techniques from protein-poor cultures that had to utilize fruits

and vegetables as meal mainstays, for example the Mediterranean and Asian cuisines.

2) Educate chefs to the diversity of produce available, and encourage them to build meals around this great produce, not make produce secondary to a protein.

3) Help produce growers/shippers and marketers to develop greater culinary competency so they can be more helpful in menu development. Retailers generally sell many different items, but you can't sell arugula to a restaurant unless you can get arugula on the menu.

4) Demonstrate to consumers that a produce-centric meal can be indulgent, seductive and delicious, not just healthy.

5) Promote the desirability of fresh produce over canned and frozen options, and get restaurants to commit to diverse fresh offerings that consumers would be hesitant to stock at home for fear of waste.

They used to say, "The King is dead, long live the King," symbolizing that monarchy endures despite the end of a reign. So the effort to increase produce usage in foodservice must go on. We have 100 years of history showing that the foodservice sector is getting larger. We must position produce to get a larger share of this growing market.

The great initiative of 2009 is dead. The effort to increase produce consumption in foodservice must go on.

pb

Despite a failed initiative, the effort to increase produce usage in foodservice must go on.





# 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](http://veggiesmadeeasy.com)





## How To Get People To Eat More Fruits And Vegetables: Professor Barny Haughton Speaks Out

FROM JIM PREVOR'S PERISHABLE PUNDIT 06.04.2014

**A**n important element of The London Produce Show and Conference is our University Interchange Program. Universities are granted a portal to influence the course of the trade by presenting the results of their research. We also give students the opportunity for exposure to the industry, so they can evaluate opportunities to focus their career aspirations.

We reached out to a unique Italian University, which often presented at the London Show's sister event, The New York Produce Show and Conference, with pieces such as these:

*An Education In Ethnobotany From Eminent Italian Professor*

*Meet The Gastronomes — And Learn About Their Mission To Increase Produce Consumption — At The New York Produce Show And Conference*

*Food "To Die For" May Do Just That... Seminal Study Encourages The Eating Of Bitter Vegetables For Health*

Our friends at *Università degli Studi di Scienze Gastronomiche* (The University of Gastronomic Science) brought students to London and asked a most fascinating speaker to deliver a rousing wake-up call to the industry. We asked Pundit Investigator and Special Projects Editor Mira Slott to find out more from Barny Haughton, Founding Director and lead teacher at Square Food Foundation, Bristol, England, and Professor of Food Education Studies at the University of Gastronomic Sciences, Pollenzo, Italy.

**Q: What insight can retailers, foodservice providers, suppliers/growers, educators and industry consultants gain by attending your presentation?**

A: I'd like to feel my presentation could provoke questions around how do we get people to buy more fresh produce and how do we really engage in that challenge.

**Q: Could you elaborate on the scope of your work?**

A: I plan to illustrate my talk with produce I'll bring from Ballymalou in Ireland. Ballymalou Cookery School is a brilliant place. No place of learning how to cook has

put greater value and significance on the connection between the soil, the growing, the cooking and the eating. Hugely inspirational, and of course, they have the most beautiful produce.

How do you get people to want to cook and want to buy this kind of food, rather than something that's ready-made? Most people, even the middle class, don't eat the right amount of vegetables and don't really get the potential joy and excitement that certainly for me is part of cooking with vegetables.

**Q: Are you considering the health and nutrition components?**

A: It is also about health. We live in a society that's got massive health issues and they all come back to food — diabetes around obesity. We know all this. That is a big problem, but there are all sorts of others as well. I work with some elderly care homes, where there is no good food being cooked for its residents. We know that between 400 and 500 people in care homes die of malnutrition every year in the U.K. This figure comes from one of the care home trusts I work with that owns 50 care homes. This trust is on a mission with me to improve quality of care in care homes. It comes primarily from introducing simple food, not the awful food — I wouldn't even call it food, canned spaghetti, for instance, that gets served in many of these care homes.

One other thing I thought of recently is that we would attribute people's lack of eating well to not having time to cook, not having the knowledge and maybe not having the money to cook. Those are the three things that people often site for their reasons for using convenience food and so on. But actually there's another one, which is that they don't have to. There is no critical reason for them to change. If people are facing cancer, then they might consider changing their diet. What I'm trying to do is find less dramatic ways to affect that change in Bristol, where I do my work — this is about Bristol, I'm not trying to change the world.

**Q: Isn't there a disconnect between what your work is trying to achieve and our industry in which we are working on healthy grab-and-go items and convenience packaging to accommodate increased demand?**

A: This is the food culture that we have created. It's based on this delusion that we don't have the time, which is the big one. But I totally disagree with that and I would hope to show that. One of the demonstrations I do is preparing eight different dishes simultaneously without any help to show it can be done. It is not because I'm a skillful, brilliant chef, but because I'm focusing on what I'm doing. I've organized myself, I've got a plan and that's it.

I encourage demos in a few stores in Bristol, especially on a Saturday morning, which is a busy day for most fruit and veg stores. I've done them myself and organized them with other chefs. It encourages people and then they can buy all the ingredients right there. It gives them confidence. Often, they don't know what to do with ingredients or what to buy. And that's why those veg boxes that producers put together, nearly always come with recipes these days. This is what you can do with your box.

**Q: Do you have any stories of where you really made a difference with a person's life?**

A: There are countless small stories, I don't always like to use the word transformation, because it's a strong statement, but you could say it was that in many cases. They're coming for a course on say, Northern Italian cooking and leave discovering something not just about the dish itself or an ingredient they never knew you could use that way, but something about themselves. They find out they can do something they didn't know they could do. Particularly with children, that's where you really see it, because it's unencumbered by self-consciousness, and their experience is more open. It's a more obvious indication of a change. For instance, one of the courses we do is Simple Suppers. It's a Saturday pub, and we teach them to cook and they have



to be able to duplicate it at home with little supervision.

I see no point in teaching people to cook if it's not something they can do at home. That underlines the methodology of our teaching. One thing about a lot of these television programs and magazines to a lesser extent, that it's restaurant food, not really what people do in their own homes.

**Q: Are you conscientious of the fat content and other elements like sugar?**

A: I'm very conscious of that, but one could say I take a very radical or opposing view to what you would expect. The approach to food is often determined by fear rather than love, focusing on the toxicity of food itself, and the fat and sugar, and so on cut very much into that fear. So what my argument is, I'm going to show you how to cook and you won't have to worry about any of those things. I'll use butter, oil, and pig fat, and a little sugar, as I do think sugar is more of a problem. You have to look at

these things in the right context.

There's a whole world of anxiety around food and health. It brings up many emotions and dominant among them are quite negative emotions. So when you talk about fat, it is not something people are going to normally feel good or relaxed about. They're going to be very alert about it. I want to unpack where that comes from and look at ways of seeing food in a different way, cooked in the right way and using the right ingredients. All these things have their place.

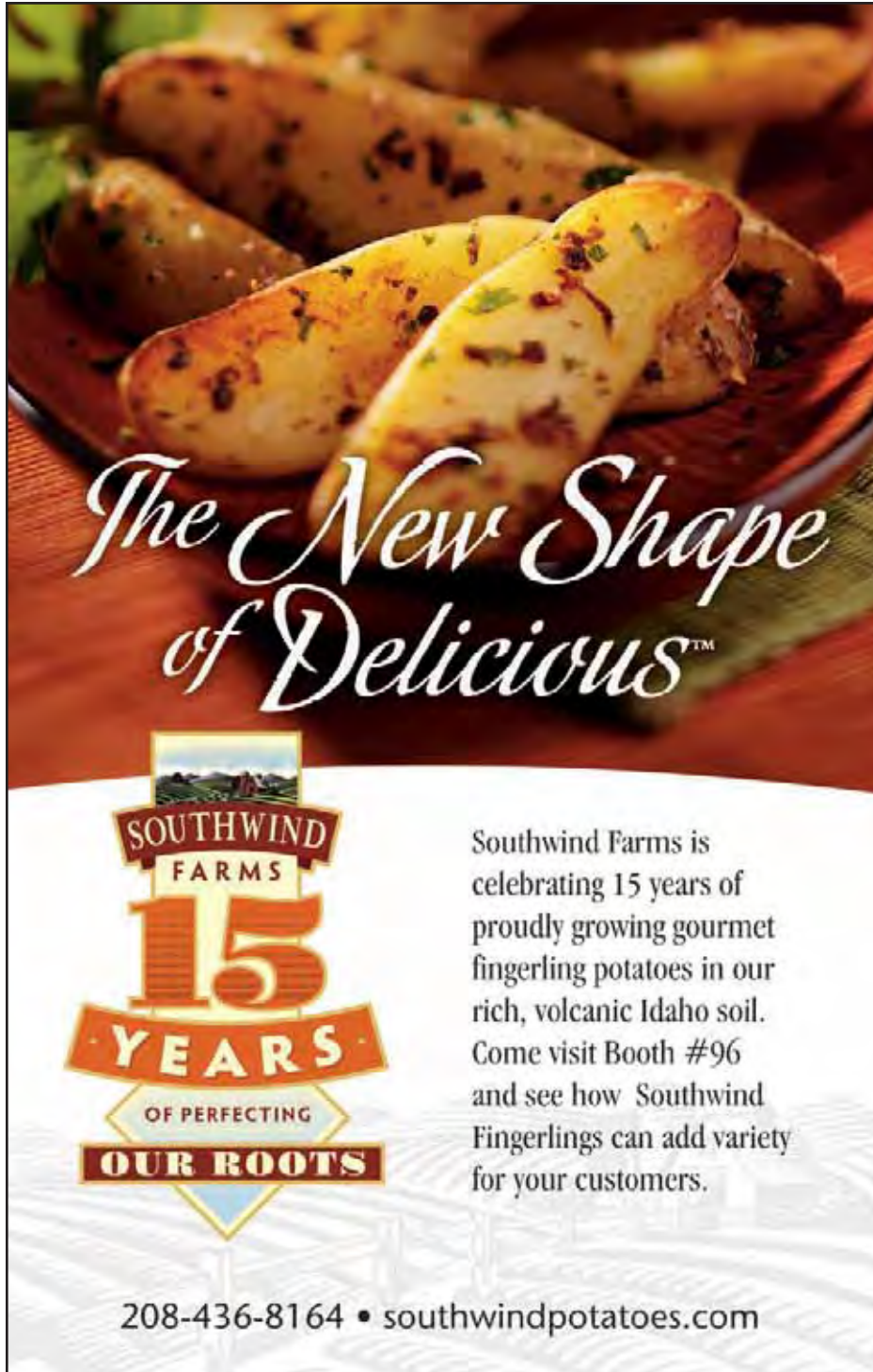
**Q: Can't it be expensive to eat well, buying fresh fruits and vegetables versus a can of peas, or all the ingredients to cook from scratch versus a value meal at McDonald's?**

A: You need to look at true or the hidden costs, and that's difficult. One reason we don't eat well is because we see that we don't have to. Yes, it is more expensive, let's not pretend it's not. That would be wrong. I've spent far more on food than most people but I chose to do that. It means I can't spend as much on other things that other people would spend money on. We used to spend 35 percent of our income on food in 1958 in the UK, after paying rent or mortgage. We only spend 4.5 to 6 percent of our disposable income on food these days, depending on which demographic group we're in. It is more for the middle classes, actually.

Having said that, I did live on £21.50 a week. I did it deliberately to prove a point, because that was what our government health section was expecting for low-income people getting support to live on. I managed fine because I spend time in the kitchen. I know about food. I ate almost no meat. I lost weight, which is a good thing, because generally we eat too much. That's a big issue.

**Q: Do you also look to expand people's horizons, and expose them to new types of cooking?**

A: I think it's two things. One is acknowledging where people are in their food culture and what won't be threatening, find out what food people are used to and then you can take them back through their own story. Going back generations, you'll see it wasn't always that way. But also it's about making connections to other cultures whether it's in Africa or indeed cooking in the Bristol area.



*The New Shape of Delicious™*

**SOUTHWIND FARMS**  
**15 YEARS**  
OF PERFECTING  
**OUR ROOTS**

Southwind Farms is celebrating 15 years of proudly growing gourmet fingerling potatoes in our rich, volcanic Idaho soil. Come visit Booth #96 and see how Southwind Fingerlings can add variety for your customers.

208-436-8164 • southwindpotatoes.com





**HENSEL PHELPS**  
Plan. Build. Manage.



Mariposa Land Port of Entry  
Nogales, Arizona Jan 13, 2014

ADVERTISEMENT

# NOGALES GETS IT RIGHT!

## PORT OF NOGALES PART OF A LARGER PLAN

**T**he Mariposa Land Port of Entry in Nogales, AZ, is the fourth busiest land port of entry in the United States. Since late 2013, 8 commercial lanes, 56 commercial dock spaces and 12 car lanes have been operational and additional improvements will be completed by August of this year. While the new port promises efficiency for current business, it also holds a wealth of potential for expanding the way business is done.

### MORE THAN JUST THE BORDER

State-of-the-art infrastructure and more personnel mean wide-ranging cost savings and decreased expenses. 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 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, 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.

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.

### MORE THAN SIMPLE LOGISTICS

The new Mariposa Port is just the latest improvement in Ambos Nogales' genera-





## NOGALES PORT GETS IT RIGHT WITH:

- 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

tions of world-class expert service. Beyond efficient management of border crossing (now providing the shortest wait times on the southern border), the Ambos Nogales community encompasses 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.

Overweight permits available from the Arizona Department of Transportation allow trucks of up to 90,800 pounds from Mexico to enter the U.S. and be offloaded at local Arizona warehouse facilities. This provision allows for significant cost savings to shippers in moving a single overweight truck through the port of entry versus multiple trucks. From a security standpoint, a sealed truck reaching the port of entry from its origination point has a better chance of

preventing and/or detecting cargo tampering.

The new port also offers the asset of the Nogales-Santa Cruz County Economic Development Foundation's (EDF) Foreign Trade Zone (FTZ) No. 60 to provide critical support for the growth of bi-national trade through Nogales. The FTZ provides flexible, agile options for companies needing a FTZ for such things as management of customs duty payments or manipulation of inventory for regulatory compliance anywhere within Santa Cruz County, AZ. The EDF is currently offering 21 acres with the ability to designate and activate some or all 21 acres.

### SO MUCH MORE THAN PRODUCE

While well known as a major produce port, processing nearly half of the fresh Mexican produce consumed in the U.S., Mariposa offers advantages for a variety of products.

Nogales is becoming the center of an aggressive "near shoring" campaign. As multinational companies tire of the challenges and expense associated with doing business in the Far East, they are rediscovering the logistics and labor benefits of being located next door to their largest market. Protection of intellectual property rights and accessibility to corporate engineers are additional advantages of being located in Northern Mexico. Currently, there are more than 110 maquila plants in Nogales, Sonora and over 60 aerospace-related manufacturing plants in the state of Sonora. Nogales' new port and established support industries on both sides of the border offer the capacity for a successful relocation to North America.

### GET IT RIGHT WITH NOGALES! GO TO:

[www.NogalesPort.org](http://www.NogalesPort.org)



## BACKED BY LOGISTICS EXPERTISE

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. Brokers work closely with U.S. Customs and Border Protection, the U.S. Food and Drug Administration and the U.S. Department of Agriculture in the handling of entry procedures, admissibility requirements, classification, valuation, and the rates of duty and applicable taxes and fees for the imported merchandise of their perspective clients. The NCBA is very involved in the community, supporting numerous non-profit groups and organizations. It also champions trade and industry organizations supporting the region.

### NCBA Members:

Associate Brokerage Co., Inc.  
Atlas International CHB  
Capin-Vyborny, LLC  
George Mendez & Co.  
J.O. Alvarez, Inc.  
K & K International, LLC  
L.M. Brokerage & Logistics, Inc.  
Martinez U.S. Customs Brokers  
Pacific Brokerage Co., Inc.  
Richard Garcia Jr.  
R.L. Jones CHB, Inc.  
Shannon Brokerage Co., Inc.  
Suarez Brokerage Co., Inc.  
Triple-A Brokerage Inc.  
UPS Supply Chain Solutions Inc  
Valencia International Inc.



**Strawberry Fields**

THE  
**USA BOUQUET**  
COMPANY

1500 NW 95th Avenue  
Miami, FL 33172  
800.306.1071

**Apple Harvest**

**JULY 15, 2014**  
**FRESH PRODUCE AND FLORAL COUNCIL EXPO**

Conference Venue: Disneyland Hotel, Anaheim, CA  
Conference Management: Fresh Produce & Floral Council, La Mirada, CA  
Phone: (714) 739-0177 • Fax: (714) 739-0226  
Email: carissa@fpfc.com  
Website: fpfc.org

**JULY 25 - 27, 2014**  
**PMA FOODSERVICE CONFERENCE TOURS & EXPO**

Conference Venue: Convention Center at Portola Hotel & Spa, Monterey, CA  
Conference Management: Produce Marketing Association, Newark, DE  
Phone: (302) 738-7100 • Fax: (302) 731-2409  
Email: jhillegas@pma.com  
Website: pma.com

**AUGUST 11 - 13, 2014**  
**MIDWEST PRODUCE CONFERENCE & EXPO**

Conference Venue: Hyatt Regency Chicago, Chicago, IL  
Conference Management: The Packer/Vance Publishing Corp., Lenexa, KS  
Phone: (630) 929-7972 • Fax: (630) 434-1216  
Email: gandruch@heiexpo.com  
Website: midwestproduceexpo.com

**AUGUST 21 - 22, 2014**  
**APPLE CROP OUTLOOK AND MARKETING CONFERENCE**

Conference Venue: Ritz-Carlton, Chicago, IL  
Conference Management: U.S. Apple Association, Vienna, VA  
Phone: (703) 442-8850 • Fax: (703) 790-0845  
Email: lstephens@usapple.org  
Website: usapple.org

**AUGUST 27 - 29, 2014**  
**IDAHO GROWER SHIPPERS CONVENTION**

Conference Venue: Sun Valley Resort, Sun Valley, ID  
Conference Management: Idaho Grower Shippers Association, Idaho Falls, ID  
Phone: (208) 529-4400 • Fax: (861) 672-6425  
Email: mklompian@idahoshippers.org  
Website: idahoshippers.org

**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 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 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: wganannualmeeting.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

To submit events to our Forward Thinking calendar, please e-mail [info@producebusiness.com](mailto:info@producebusiness.com).





**THE NEW YORK  
PRODUCE SHOW  
AND CONFERENCE**

**SAVE  
THE DATE  
DECEMBER 2-4, 2014**



**NETWORKING**



**GLOBAL TRADE  
SYMPOSIUM**



**TRADE SHOW**



**FOODSERVICE  
FORUM**



**SPOUSE PROGRAM**



**FLORAL**



**CULINARY STUDENT PROGRAM**



**UNIVERSITY OUTREACH**



**INDUSTRY TOURS**



**MEDIA OUTREACH**



**CELEBRITY CHEF DEMOS**



**EDUCATION**



**FOR MORE INFORMATION:**  
PH: 212-426-2218 • [www.nyproduceshow.com](http://www.nyproduceshow.com)



**CELEBRATING  
FRESH**



# CELEBRATING CHICAGO STYLE

The United Fresh Produce Association celebrated its Chicago Style Opening Party under an amber-lit tent in the North Promenade of Millennium Park in Chicago, IL, on Tuesday, June 10, 2014. PRODUCE BUSINESS, Avocados from Mexico and Allen Lund Company sponsored the evening of festivities.





# United Fresh Opening Party







# Fareway Stores Remain True To Humble Roots

The Iowa-based chain has smaller units and a service-based, no frills culture. **BY BILL MARTIN**

In a number of respects Fareway Stores, Inc., the 76-year-old Midwestern-based supermarket chain, goes against the grain when it comes to following trends in the retail food industry.

When you drive into the parking lot, for example, the exterior of many of its stores appears very basic and looks like a throwback to the '50s or '60s, with the entrance's yellow and red canopy providing a cover. Someone wearing black slacks, a white shirt, and a black tie is pushing a full shopping cart out of the store. That individual just sacked groceries for a customer and is now delivering the groceries to the car. Next, he will unload those groceries for the customer.

While the customer was shopping, if there was a question, it was answered proficiently by an employee who knew what he was talking about, and has been with Fareway a number of years, if not decades.

Chris Boothe is director of produce purchasing for Fareway, and has been in the grocery business for 30 years. He joined Fareway 24 years ago, and like many Fareway employees, he learned every department of the store from the ground up.

Boothe has worked as a produce buyer for the past 18 years and buys for the Boone, IA-based company's 108 supermarkets, located in Iowa, Illinois, Minnesota, Nebraska and South Dakota.

He points out Fareway Stores, Inc., was founded in 1938 as a full-service grocery store with the meat department constituting the backbone of the company. Today, the retail chain is one of Iowa's largest employers, according to its website.

"My predecessor, Bill Curran, and I used to say we wanted our produce department to be as well known as our meat department.

When people talk about Fareway, they talk about our meat department. We strive to have that same conversation with produce in the mix as well," says Boothe.

"A lot of our stores have no frills," he says. "We put up four walls and sell groceries. That has been the philosophy of our company for many years, and we have been successful doing it."

It seems to work. For example, Fareway is growing and has added





# THE WASHINGTON CONFERENCE

SHAPING A BETTER BUSINESS FUTURE

September 8-10, 2014

You know what challenges are facing your business. Don't miss this chance to make sure your voice is heard! The Washington Conference is the only annual event where the produce industry's most prominent and influential executives gather for strategic, face-to-face dialogue with key members of Congress, their staff and top regulatory officials.

**Join your colleagues in Washington to make a real difference on produce industry priorities and shape a better business future!**

  
**United Fresh**  
PRODUCE ASSOCIATION



LABOR & IMMIGRATION



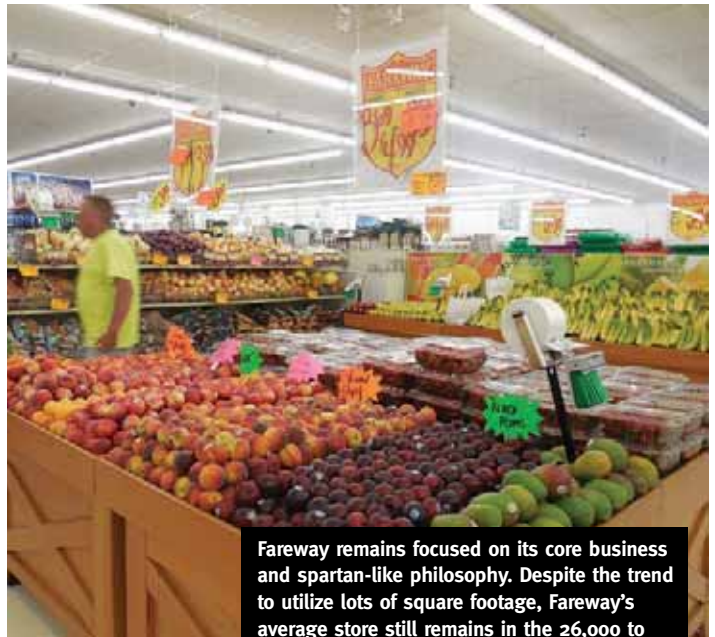
FOOD SAFETY



NUTRITION

**REGISTER TODAY! [www.unitedfresh.org](http://www.unitedfresh.org) or 202-303-3400**





**Fareway remains focused on its core business and spartan-like philosophy. Despite the trend to utilize lots of square footage, Fareway's average store still remains in the 26,000 to 30,000 square-foot range.**

eight stores since 2011. The trend in American supermarkets for years has been to add larger, fullservice stores. But even during this time, Fareway remained focused on its core business and spartan-like philosophy. Despite the trends, Fareway's average store still remains in the 26,000 to 30,000 square-foot range. Now some of its competitors are introducing new stores in smaller formats.

Boothe's response to this philosophy is, "We like to think we had it right all along."

As the head produce buyer, Boothe and an assistant buyer receive orders from the stores, three times a week, and each store is delivered fresh produce items three times a week.

While Fareway may appear old fashioned in some ways, a visit to its stores shows the chain is meticulous when it comes to displays and merchandising produce.

During a recent visit to the Des Moines, IA area, PRODUCE BUSINESS visited three Fareway stores (two visits were unannounced). While the produce departments are relatively small (but not for the size of stores), the displays were immaculate and attractive, with quality fruits and vegetables throughout. Shoppers often will see signs in the produce department where Fareway is matching the price of items advertised by competitors.

"We always buy the best possible quality of produce we can," says Boothe. "Our philosophy from day one has been we match all competitors' advertised pricing. Each week our individual stores get copies of ads from local papers. If someone is advertising bananas for 29 cents-per-pound, that is what we'll be."

Boothe says his biggest challenge is

**"We always buy the best possible quality of produce we can. Our philosophy from day one has been we match all competitors' advertised pricing."**

— Chris Boothe,  
Director of Produce Purchasing

getting fruits and vegetables to the stores, due in large measure to changes in the transportation industry during the past three to five years. The problems range from the availability of refrigerated trucks, to the price of freight rates, which continue to increase.

Another change is suppliers are requiring greater lead times than 10 years ago, which makes buying more challenging.

Boothe also notes he is dealing with a more sophisticated and knowledgeable customer base — particularly with the growth of the Internet and the vast amounts of information it provides.

"They [consumers] can pull any information from the web. They are a lot smarter about what they are buying," he says.

He cites the need as a retailer to be a lot smarter about educating consumers, whether it be with a new product, how to prepare an item, whether to refrigerate it, or keep it on a counter. For this reason, Fareway produce departments feature a variety of information on fresh produce. For example, it will list various apple varieties, recommended uses for those varieties, nutrition information, etc.

But whether Fareway is dealing with chal-

lenges of transportation, buying or consumer trends, it means little if the product has not reached the produce display shelf.

"We have to work with what Mother Nature throws at us," says Boothe. "Obviously she has the final say in what I do every day. But as long as we can get it here and the product is available, we are generally in good shape."

According to the Fareway website, the company name comes from the idea of conveying a "wide range of stock of foods" with the word "fare" meaning food.

"The name also symbolized the idea of treating employees and customers fairly where hard work deserved a fair wage, a customer could expect to pay fair prices, and the store could expect to earn a fair profit," according to the website.

After all these years, Fareway has remained true to its core values. "It is kind of that fullservice attitude," says Boothe. "We always take pride in that person who takes the groceries out to the car. The last impression customers have when they leave our facility obviously makes a difference when they do pull out of the parking lot." **pb**



# Plating Produce Front & Center



Bacon & Butter's Avocado-Mushroom Sandwich. The Sacramento, CA-based restaurant serves breakfast, brunch and lunch.

The industry's most influential chefs and visionaries discuss new and versatile menuing options. **BY ELLEN KOTEFF**

**W**ith consumers moving the needle toward more healthful eating, innovative chefs are flexing their creative muscles to bring all the colorful splendor of produce front and center — signaling a sea of change in restaurant menus.

Converging factors are the primary impetus for produce items to gain ground with chefs across a wide spectrum of food-service operations, such as independent restaurants, colleges and universities, casual-dining establishments and quick-service chains.

A host of game-changing circumstances, which include versatility, flexibility, range of options, availability, diet trends, preferences for local products and ethnic cuisines, as well as the rising cost of proteins are helping to categorize produce as the hottest items on menus today.

“We are really undergoing a revolution when it comes to the use of produce on menus,” says foodservice trends expert Nancy Kruse, president of Atlanta, GA-based The Kruse Co. “There is a confluence of factors, not the least of which is the influence of chefs and their ability to use produce creatively.”

More often than not, a chef's inventiveness is fully realized when developing recipes and techniques for menu items

PHOTOGRAPH BY BILLY ZOELLIN AND PROVIDED BY CALIFORNIA AVOCADO COMMISSION



Joshua Murray, executive sous chef at JW Marriott Desert Springs Resort & Spa, created this rib dish with blueberry sauce exclusively for an event sponsored by the US Highbush Blueberry Council.

PHOTOS COURTESY OF US Highbush BLUEBERRY COUNCIL



Chef Joshua Murray also developed blueberry salt, which he uses as part of the hotel's artisan margarita bar — where a blueberry margarita sells for \$16.

featuring produce.

“In traditional culinary operations, the person working with the animal proteins makes the most money,” says Amy Myrdal Miller, senior director of programs and culinary nutrition, strategic initiatives for the Culinary Institute of America (CIA). “But it takes a lot more skill to bring out the best possible flavors when working with produce.”

Myrdal Miller says one of the most elegant forms of menu improvement is to

build on the simple presentation of a sandwich, which is ubiquitous on American menus. “We worked with one of our committee members who explained how he and his team looked at their sandwiches with an eye toward reducing the sodium.

“They were using a ciabatta bread and the chef said, ‘What if we pulled out some of the bread and filled it with fresh veggies?’ This was a very elegant innovation to building a sandwich, which was really quite simple.”

## WE EAT WITH OUR EYES

As Kruse points out, American consumers learn their eating habits away from home as menu items are introduced in restaurants and later adapted for use in home kitchens.

“Clearly, there is a wonderful visual impact when produce is used in restaurants,” she says. “We eat with our eyes, and produce features such fresh and bright colors. As consumers we make an assumption that these dishes are fresher.”





# year round

A Steady Supply of Fruit to Meet Growing Demand

Lemon sales are on the rise and Sunkist® is your trusted source to meet growing demand.

#### Squeezing the Most Out of the Opportunity

- Multiple varieties including Meyer, Seedless, Zebra™ (pink variegated) and Organics as well as bulk and bagged options
- Innovative marketing and promotional efforts that include customized programs and a wide array of merchandising materials
- Unique lemon usage ideas including recipes, weight loss tips, home décor, beauty treatments and more
- Technologically advanced sales and customer service support

For sales support, contact Sunkist at [sales@sunkistgrowers.com](mailto:sales@sunkistgrowers.com)



Visit the new Sunkist  
Family Stories site  
[familystories.sunkist.com](http://familystories.sunkist.com)



*a cooperative of family farms since 1893™*

[www.sunkist.com](http://www.sunkist.com)





California Pizza Kitchen's  
Caramelized Peach Salad



PHOTO COURTESY OF CALIFORNIA PIZZA KITCHEN

Maeve Webster, senior director at Datassential, a menu-tracking consultancy, says the freshness factor equates to healthy in the minds of many, including chefs and restaurant owners.

"I see a push by operators to offer a much wider array of produce offerings because there is movement afoot, both internal and external, concerning the healthfulness of what we eat," says Webster.

In the past, fickle consumers said they

wanted to eat healthier but didn't back it up with their wallets — causing several restaurant chains to dial back their healthy eating initiatives.

"Things are changing with consumers today, and as a result, produce is really coming into its own," says Webster. "On top of that, restaurant operators understand how much texture, color and visual appeal produce adds to any dish — not to mention flavor."

Joy Dubost, director of nutrition at the National Restaurant Association (NRA), says data shows roughly 80 percent of Americans say it is important for restaurants to feature more produce because of its link to health and wellness.

"This interest in health and wellness cuts across all segments of the industry. One of the first things to make a dish more healthful is to add fruits and veggies," says Dubost.

Industry watchdog groups, as well as conscientious chefs, are currently trying to make restaurant menus even more healthful. Dubost points out that locally



California Pizza Kitchen's Brussels and Bacon Pizza

PHOTO COURTESY OF CALIFORNIA PIZZA KITCHEN

Red Lobster's Tilapia with Roasted Vegetables



PHOTOS COURTESY OF RED LOBSTER



grown produce ranks second on a trends list in the NRA's 2014 Culinary Forecast, right behind locally sourced meats and seafood.

New York-based chef, Jean-Georges Vongerichten, who recently retained his four-star rating from *The New York Times* for his namesake restaurant, says balance is key and he would like to see produce comprise 50 percent of every meal. "That's the way I used to eat when I was growing up in France," he says. "And with the variability produce offers, that is entirely possible. All you have to do is smell the fresh produce for inspiration."

Vongerichten, like his culinary brethren from coast to coast, is experimenting with fruit and vegetables like never before. Often, the creative juices start to flow following a visit to a farmers market or local farm.

"I love to create new combinations using the produce I find in the local markets and through my travels around the world," says Vongerichten. "In season, there are about 30 or more vegetables and

**"I love to create new combinations using the produce I find in the local markets and through my travels around the world."**

— Jean-Georges Vongerichten, Chef

herbs locally, and everything is completely different in Asia and Africa."

### INNOVATION IN SOURCING

Indeed, sourcing through local farms has caught on with chefs, clearing the path for consumers to experiment at home and prompting retailers to carry more varieties.

"There is definitely innovation when it comes to sourcing," says the CIA's Miller. "A number of our members developed direct relationships with the growers. For

example, if a chef decides that he or she wants to put a squash soup on the menu in the fall, he or she will go directly to the grower or farmer."

Rhona Kamar, chef and owner of Ramsi's Café on the World in Louisville, KY, took local one step further by starting a farm with her husband.

"Four years ago we decided to build a fully functioning farm and now we are the only locally organic farm in Louisville," she says. The farm — Raising Hope Organic Farm — grows varieties previously not sold in the area.

"Last year was our very first growing season, and we grew three different kinds of kale that we put directly in front of our customers. Now that we are both farming and running a restaurant, we have a direct relationship with what we can grow and bring to our customers."

James Corwell, executive chef at the Pacific Union Club in San Francisco, CA, says innovation is being stoked as a result of the ongoing collaborations between farmers and chefs, especially in trend-

(L-R Clockwise) Mediterranean Grilled Potato Salad with seafood menued at Glen Cove Hospital in Glen Cove, NY; J&B Hash with Braised Beef Shortribs at District Commons, Washington, D.C.; Rustic Tuscan Potato and Crab Hash from Washington University.



PHOTOS COURTESY OF IDAHO POTATO COMMISSION



Built by the  
Produce Industry

For Sales Inquiries  
Please Contact

630 395-9600  
Fax: 630-395-0563

sales@producepro.com  
www.producepro.com

#1 Executive  
Search Firm  
in Produce

MIXTEC  
G R O U P



Los Angeles  
Tel. (818) 541-0124

Monterey  
Tel. (831) 373-7077

www.mixtec.net



Thai Shrimp Lettuce Wraps  
from BJ's Restaurant and  
Brewhouse.

PHOTO COURTESY OF CULINARY INSTITUTE OF AMERICA

**“People are realizing the importance of being seasonal. In order for consumers to have a strawberry or a blueberry 365 days a year, the fruits had to be modified, but now our guests are getting away from wanting that.”**

— Chef Joshua Murray,  
JW Marriott Desert Springs  
Resort & Spa

setting California. “I am seeing a lot more small, one-off crops that are not very common.”

Corwell, who is a certified master chef, also sees several varieties of kale and fava beans, and he notes there is also plenty of originality when it comes to preparation techniques.

“Chefs will take the ingredients and go the Alice Waters route and keep it simple. For instance, they’ll take carrots that were roasted in ash or hay and glaze them with a finish of fresh carrot juice.”

Corwell also notes that foraging has taken off in his neck of the woods. “The whole foraging concept has gone across the entire garden. I have a guy who goes

around to all the local farmers and gets me whatever he can every week.”

At Passion Food Hospitality DC, a Washington, DC-based restaurant group under the direction of chef and co-owner Jeff Tunks, it’s back to basics. Juices and sugar cane are fresh squeezed, cherries preserved, vegetables pickled and purees are made fresh daily. “Our guests really appreciate the artisanal approach,” says Tunks.

He points to his ongoing battle with rising beef prices, due in part to the droughts that have crippled California. “These record prices have made us examine how we are doing things, and produce has become an even more important part of our menu as a result.”

### A CHANGE OF SEASONS

With a heightened emphasis on seasonality, chefs and home cooks alike are learning produce-based dishes taste best when enjoyed at peak ripeness.

“People are realizing the importance of being seasonal,” says Joshua Murray, executive sous chef at the JW Marriott Desert Springs Resort & Spa in Palm Desert, CA. “In order for consumers to have a strawberry or a blueberry 365 days a year, the fruits had to be modified, but now our guests are getting away from wanting that.”

Murray, who worked under a vegan chef for five years, is doing groundbreaking produce dishes and even beverages using a variety of methods requiring a great deal of craftsmanship — including the development of a blueberry salt, which he uses as part of the hotel’s





Watermelon Sunflower Sprout Salad served at Ramsi's Cafe on the World in Louisville, KY.

PHOTO COURTESY OF RAMSI'S CAFE ON THE WORLD

**“Fresh is a driver of menu research and development. Lots of chefs at chains these days think in terms of seasonality. They want to give people an excuse to get into the restaurant at the present moment.”**

— Nancy Kruse,  
The Kruse Co.

artisan margarita bar, where a blueberry margarita sells for \$16.

“There is a nice flavor from the blueberry in the salt, and we have also used it to finish off ice creams and proteins.”

Clearly, as Kruse of The Kruse Co. is quick to note, “Fresh is a driver of menu research and development. Lots of chefs

at chains these days think in terms of seasonality. They want to give people an excuse to get into the restaurant at the present moment.”

One such chain, which is gaining national attention and cleverly inserts the word “Fresh” in its name, is Atlanta-based Fresh To Order, a fast-casual concept with

the tagline: fine. food. fast.

Under the direction of Jesse Gideon, who is corporate chef, the 12-unit chain emphasizes local, seasonal and of course, produce. “We pay a lot of attention to visual cues, flavor and texture,” says Gideon. “You can find produce that is salty, crunchy, sweet, bitter, spicy and soft — so

**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: [ccfsales@capitalcityfruit.com](mailto:ccfsales@capitalcityfruit.com)

## Sun-Loving Onions

They're thin-skinned and a bit temperamental so we prefer to hand-harvest and hand-sort our California spring/summer onions. This keeps them looking good and ensures a longer shelf-life.

Fresh ideas. It's just good business.

Get the whole story.  
[PerilandSons.com/hat\\_id](http://PerilandSons.com/hat_id)

**PERI & SONS®**  
F A R M S

White, Yellow, Red, Sweet & Organic Onions  
775-463-4444 • [PerilandSons.com](http://PerilandSons.com)

Where good things grow.™

why wouldn't we love working with it? Produce is unique in that it is more exciting to deal with than a traditional center-of-the-plate protein.

We use produce in everything we do."

For the chain's black bean burger, the beans are ground in the restaurant and served with a roasted corn relish made from fresh corn, onions, jalapeño and avocados.

Gideon says it takes very little work to make produce taste great, and as evidence he points out you never see someone pluck an apple from a tree and sprinkle it with vinegar or sugar. "Produce can help you learn subtle flavors in a way that you can't get from traditional seasonings or center-of-the-plate items because they are

all or nothing.

"You should be able to taste how much water or sun a strawberry received," says Gideon. "You can never get sick of eating an orange because even though they all taste sort of the same, they all taste a little different as well."

### CREATE THE 'HALO OF FRESHNESS'

Kruse says there are several things a restaurant or chain can do with a dish to create the halo of freshness. "How the produce is treated in the kitchen is very important. The product doesn't need to be fresh if it is freshly prepared.

"Examples would be Red Lobster's Tilapia with Roasted Vegetables and Cali-

fornia Pizza Kitchen's Caramelized Peach Salad. What matters are the culinary techniques applied to the fruit and vegetables. When consumers see the steam coming off the dish or feel the warmth on the plate, it elevates the whole meal."

In the category of fast food restaurants, produce is also playing to a growing fan base. "Produce is making a big impact in quick service with all the salad chains that have sprung up in the last few years," says Sam Oches, editor of *QSR* magazine (the Durham, NC-based Journalistic Inc. publication, which is dedicated to quick service restaurants).

Oches points to chains such as Sweetgreen, Saladworks, Tossed and Chop't, which are located primarily on the East

## Q&A

### Baldor's president, Michael Muzyk, Talks Shop

By Paul Frumkin

**M**ichael Muzyk, the president of Baldor Specialty Foods, Inc., in New York, is a longtime observer of the food and foodservice industries. A graduate of the Culinary Institute of America in Hyde Park, NY, Muzyk has cooked in a number of restaurants around the country, including the celebrated La Côte Basque in New York City. He also spent time in Belgium working as a consulting chef for a quick-service company.

After spending more than a decade working in the back of the house, Muzyk decided to change careers and moved to the sales side of the foodservice business. In 1995, he joined Baldor as a sales representative, where he moved up through the ranks until being named president. During Muzyk's tenure with the Bronx-based importer and distributor, the company expanded from its produce roots to feature a wide range of food items, including dairy products and cheese; meat, poultry and game products; caviar and smoked seafood; and beverages.

During that time, the company also expanded its reach by opening facilities in Boston and Washington, D.C. One of Muzyk's goals, he says, is to double the size of the company.

#### Q: How's business?

A: The economy, to some degree, is

rebounding. Not everybody might agree, but in New York City — where finance drives the foodservice business — restaurants are starting to recover from the downturn.

#### A: How have things changed for Baldor over the past 15 years?

Q: When I joined, we had 50 items that we sold and a couple of trucks. Now we have 200 trucks in New York, Boston and Washington, D.C. Our footprint extends from southern Maine to Virginia, and we operate six days a week. We've continued to add more products than just fruits and vegetables. Today, we carry chocolate, duck breast, lamb, flavored sea salt. We're stocking 3,000 SKUs. It's crazy.

#### Q: What are some of the big trends in produce that you see right now?

A: Local sourcing is here to stay. And not only with local, fresh produce but with manufactured products, too — be it Jersey tomatoes or locally made honey. Chefs are all turning toward local ingredients. We've been getting many inquiries from consumers as well as chefs who want to know what's available locally, particularly during the [May through October] season. And we're seeing more suppliers extend the season through processing — for example, making Jersey tomato sauce for the entire year.

#### Q: Do you think this will lead to more branding on menus?

A: Yeah, to some degree, people are interested in the farm name, which you find increasingly listed on menus. But not everybody is doing that. Eric Ripert [chef-owner of Le Bernardin in New York] said he's seen some crazy items on menus. But he said he's not interested in promoting suppliers. Others feel differently, though.

#### Q: What other trends do you see out there?

A: Social media is not really a food trend, but it's definitely exploding. Young kids are all into it. Blogging and social media has an immediate impact with people and can instantly affect a restaurant's business. It didn't exist 10 years ago, but it's become part of running a restaurant and driving business. I guess it's both a positive and negative trend.

#### Q: What are the major challenges currently facing the foodservice industry?

A: Supply chain management will always be a hurdle. In New York City, we're often far away from the source. And when you're dealing with a perishable commodity, there will always be challenges inherent in the supply chain. For example, there's a lot of congestion in New York; you always will



Coast and California. “I think Sweetgreen is going to be the winner in this whole thing. The concept is following in the mold of Chipotle but doing it with salad.” Oches says it isn’t just cucumbers and tomatoes anymore. “You see everything now — cilantro, green and red peppers, basil, sprouts, avocado, arugula, kale, Swiss chard and a lot of different vegetables.”

As these salad chains grow and gain momentum, Oches predicts more exotic produce items will start trickling down to the traditional quick-service restaurants.

Judging from the NRA’s “hot” trends as ranked by America’s chefs, exotic produce items are already widely embraced in full-service operations. More than 56 percent of the chefs surveyed said exotic fruits

**Blackberry Pulled Pork Salad from Shari’s Cafe & Pies in Beaverton, OR.**



PHOTO COURTESY OF SHARI’S CAFE & PIES

have to deal with that.

In business you don’t stand still. You go forward or backward. We have three locations and coordination between the three to ensure buying power and freshness is a daily challenge. We’re dealing with a commodity that’s either green and growing or brown and dying. We have to be diligent in our efforts. There’s a term used for fish called “dayboat fresh.” You can’t be fresher than that when it comes to fish. We use that term in the produce business. We want to give the customer the freshest product everyday.

**Q: Any other challenges that stand out?**

A: Food safety. There are food safety initiatives in the pipeline, but I think the costs will be huge. When you go to California or Texas, you see that food safety is costing millions of dollars. At the same time, we have to be diligent as local farming continues to grow. We have to make sure they have systems in place that ensure the safety of their food. They just don’t have the same budget in place [as bigger farmers]. We can’t underestimate the importance of food safety.

**Q: What about traceability?**

A: I think we’ll see more about traceability of products [through the supply pipeline] in the future. People started

talking about the produce traceability initiative 10 years ago. But I don’t think all of the kinks have been worked out yet. Supermarkets are starting to look at it. Also, [the sandwich chain] Subway is starting to show interest in it, too. They want to know where [ingredients] come from.

**Q: Do you see any particular segment driving the trends?**

A: All of the segments have their own inherent challenges, so you can’t point at one and say the trends are coming from there. If you look at Restaurant Associates, Sodexo and Compass Group — they operate across business segments, and the competition makes them constantly reinvent what they do.

Fine-dining operators all tend to focus on the quality of the ingredients, and that will never be compromised. The best restaurants will always order the best ingredients. It’s all “price, price, and price.” You get what you pay for.

Retailers, on the other hand, are driving the sales of organic produce. Eighty percent of the organic business is from retailers. And that factor helped drive another trend. It used to be that produce would be delivered to the warehouse and then shifted to the individual stores. Now that trend is reversing. Organic produce doesn’t have the shelf life, so if it goes to the warehouse

first, how much [shelf life] is left? So now we’re going back to the old-school method of delivering to individual stores or direct store delivery.

**Q: How do you stay abreast of trends?**

A: I listen to customers. I listen to growers. I’ll speak to shippers or chefs, or they come to us and tell us what they want to do. Many trends start because the growers-shippers want to sell, say, a new heirloom tomato and they come to us to team up. So sometimes we help to create a trend. For instance, we were the first company with ramps [or wild leeks]. Now the supply has opened up. Sometimes we just respond to a customer’s needs.

We’ve also done things like hosting a local farm day. It helps us find out what farmers are doing or what they would like to see.

**Q: What would you tell somebody entering the produce business today?**

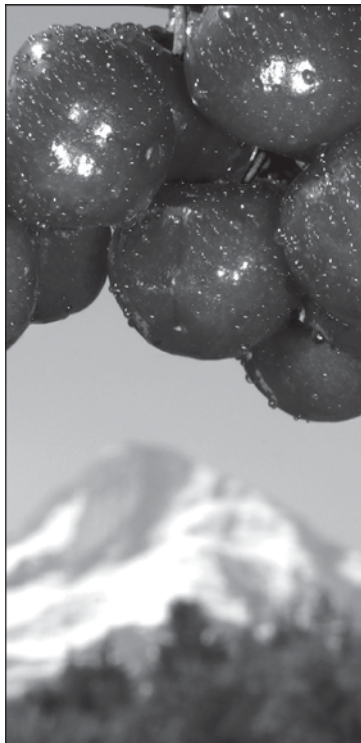
A: Know what your strength is. Are you good with numbers? Should you be on the analytical side of things? Do you have a logistical background? Can you source products? Are you a salesperson? Can you talk to restaurateurs? Are you a driver? Do you work best on the frontline? Those positions are all hard work, but they all offer opportunities.

**pb**



Achiote Grilled Chicken Tostada with California Avocado and black bean relish served at Terra American Bistro in San Diego, CA.

PHOTO COURTESY OF CALIFORNIA AVOCADO COMMISSION



**HOOD RIVER**  
*Cherry Company*

The Sweetest and  
Best Tasting High Elevation  
Cherries Available!

**VARIETALS JULY — SEPT 2014:**  
Bing, Rainier, Regina, Lapin,  
Skeena, Sweetheart

For Sales & Inquiries Contact — Kathryn Klein: [Katy@HRCherryCompany.com](mailto:Katy@HRCherryCompany.com)  
Phone: 541.386.2183 Toll Free: 800.709.4722  
Learn More at: [HRCherryCompany.com](http://HRCherryCompany.com)

such as rambutan, dragon fruit, pawpaw and guava were a hot trend, which was followed by hybrid fruits and vegetables with a 52 percent rating.

Other produce items that scored high on the list of chefs' lists include unusual and uncommon herbs, such as chervil, lemon balm (64 percent), dark greens like kale, mustard greens and collards (61 percent), superfruits such as acai, goji berry and mangosteen (56 percent), heirloom apples (60 percent), organic produce (61 percent) and locally grown produce (79 percent).

Kruse predicts there are other trends looming that will feature produce in a starring role. "I think produce for breakfast has a terrific upside potential. It's the fastest-growing daypart, and produce is underrepresented," she says. She thinks root vegetables, such as turnips, rutabagas, carrots and beets, will gain in popularity and also predicts side dishes will become the new frontier, which bodes well for produce.

"The days where chefs simply throw some French fries on a plate are over," says Kruse. "Opening up the side dish category is nothing but good news for produce processors." **pb**





(L-R) PHOTO COURTESY OF DEAN BARNES AND 4EARTH FARMS



Nielsen Perishables Group reports that the specialty category collectively represented 1.1 percent of produce department dollar sales for the 52-weeks ending March 29, 2014.

# Specialty Produce Is Not One-Size-Fits-All

Marketers examine the category and how retailers can increase sales based on unique elements inherently found in a variety of stores. **BY CAROL M. BAREUTHER, RD**

Produce departments nationwide have experienced a case of SKUs gone wild. That is, shelves have swelled from an average of 160 SKUs of fruits and vegetables in 1960 to more than 600 by 2006, according to the USDA's Agricultural Marketing Service's July 2008-published *Supply Chain Basics: The Dynamics of Change in the U.S. Food Marketing Environment*. Even though more recently there's been a commanding effort in the form of SKU rationalization, consumers delight in that "something new" keeps importers searching and breeders straining to find the latest and greatest for retailers to sell. What this has meant is a moving target of what "specialty" produce means and correspondingly how to sell it most successfully.

## Specialty Produce Defined

"Specialty produce for us is an item that isn't slotted in our warehouse," says Richard Stiles, director of produce and floral at Redner's Markets, a Reading, PA-based chain that operates 44 warehouse markets and 14 convenience stores in three states. "It may be

seasonal or an unusual fruit or vegetable, or pricey, or something that we haven't carried on an everyday basis."

More specifically, the West Dundee, IL-based Nielsen Perishables Group defines specialty produce as represented by the following categories: mangos, kiwi, pomegranate, papaya, tomatillo, dates, coconut, figs, persimmon, star fruit, guava, cactus pear, tamarindo, quince, cherimoya, Kiwano melon, sapote, passion fruit, lychee and feijoa. These specialty items collectively represented 1.1 percent of produce department dollar sales for the 52-weeks ending March 29, 2014. Four of these categories — mangos, kiwi, pomegranate and papaya — accounted for 81.4 percent of specialty fruit dollars.

The difficulty is not one categorization scheme fits all. Mangos, for example, may be mainstream in conventional retailers located in South Florida, and the same holds true for kiwi in south central California supermarkets. In other words, there is no universally accepted, industry wide definition of 'specialty' produce.

"Specialty is open to broad interpretation,

driven by consumer perception of what specialty is to them," explains Andy Brown, vice president of marketing for B&W Quality Growers, Inc., in Fellsmere, FL. "Ethnics are considered 'specialty' to the general 'non-ethnic' populations. More so for fruits, it can often also be 'seasonal.' In the broadest context that is appropriate, specialty may best be described as appealing to narrower segments of the whole population — be they ethnic, seasonal, limited quantity availability, foodies, food enthusiasts, and so on."

Due to this diversity, chains handle the buying and merchandising of specialty produce in a myriad of ways. Some may have a category manager specifically responsible for specialty produce. However, more often, there will be a number of category buyers who take ownership of particular specialty items. For example, the tropicals buyer will purchase mangos and papayas as well as cherimoya and passion fruit just as the potato buyer may now also be sourcing fingerlings.

"I can work with up to 4 to 5 different buyers within the same chain to sell the items we grow. Or, I could work with one buyer in



PHOTOS COURTESY OF FRU-VEG MARKETING



Fru-Veg Marketing offers a range of unique recipes with its persimmons, such as: (L-R) Persimmon French Beans, Cheesecake and Couscous with raisins.



each division; or 5 or 6 buyers in each of a chain's divisions to sell the same items," explains Frank Ratto, vice president of marketing for Ratto Bros. in Oakland, CA.

Industry members agree, specialty fruits and vegetables bring great value to produce departments. "Most retailers understand the value of specialties," says Robert Schueller, director of public relations for Melissa's/World Variety Produce, in Los Angeles, CA. "For one, they have a higher margin and that makes them attractive. Two, carrying specialties can be a point of differentiation for smaller stores that can't compete with big box stores on commodities due to the volume. Third, many specialty produce consumers are foodies who enjoy spending time cooking and often have an overall higher basket ring."

### Maximize Sales: Integrate, Promote And Educate

Some retailers may buy a small quantity of specialty produce in order to show selection without the expectation of really selling it. "If I carry something, I want to sell it, and to do that, I don't categorize it as an orphan," counters Jeff Fairchild, produce director at New Seasons Markets, a 13-store chain based in Portland, OR. "For example, we'll merchandise yellow-fleshed watermelon with the rest of the watermelon. It's all about how the customer shops — categorically that is. That means we merchandise the respective specialties as a subcategory of their larger main category."

These days, fewer retailers have entire specialty sections, according to Karen Caplan, chief executive and president of Frieda's Inc., the specialty produce company based in Los Alamitos, CA.

**“Sampling can be very expensive. Instead, what we suggest is that produce personnel cut up and sample specialty or low velocity items when they're ripe, either manned or unmanned. This lets them leverage their shrink.”**

— Karen Caplan, Frieda's

"Specialty is a designation in every category, and there should be a specialty section in each category. For example, display all peppers together — green, red and yellow bell peppers along with specialty peppers like Hungarian wax and habanero. This lets consumers see all selections at once including items that may be new to them," says Caplan.

The promotion of specialty produce should be more about announcing an item's availability rather than price reduction, say industry experts. "Specialties such as cactus pears, black garlic, string chili peppers, for example, aren't as price sensitive to the shopper as are commodities like potatoes and bananas. It's the availability, uniqueness and appearance that are more the selling point with specialties," explains Paul Auerbach, president of the Maurice Auerbach Company, in Secaucus, NJ.

However, it occasionally can be beneficial to price-promote specialties in ad circulars.

"For Chinese New Year's, for example, tie in Asian vegetables like Napa Cabbage, Bok Choy and Ginger as loss leaders to attract customers to the entire category. Specialty produce merchandising is first an introductory process, and then an educational one," says Melissa's Schueller.

One of the best ways to educate customers about specialty produce is through demos. "Sampling can be very expensive. Instead, what we suggest is that produce personnel cut up and sample specialty or low velocity items when they're ripe, either manned or unmanned. This lets them leverage their shrink," recommends Frieda's Caplan.

Frieda's has launched a new campaign called 'Eat One Fruit a Day That Scares You' to challenge customers to put specialty produce in their cart. The company encourages retailers to join in the mission of providing consumers with unique specialties.

This is what Stiles does at Redner's. "Our senior buyer puts out feelers to the industry each week to find out what is new and unusual. Then he devises a list of 20 items and sends this list out to the produce managers in each store. They don't have to take all 20. They can order just the items they think their customers might like, but they have to take at least one case of the fruits and vegetables they choose. The produce managers really look forward to this list. It's been a great way for us to take items not slotted, offer them out to the stores and teach the customers about what they are and how to use them," says Stiles.

Mini graffiti eggplant, Sorrento lemons, gold beets, purple creamer potatoes, lychee nuts, rambutan and fresh uncured olives have been introduced to customers this way. Yellow-skinned grape tomatoes and stuffed baby portabella mushroom caps are among





PHOTO COURTESY OF BROOKS TROPICALS

the items that have graduated beyond their introduction and re-introduction to earn a permanent slot.

“We started with \$20,000 in specialty sales each week. Now, after implementing this program, our specialty produce sales each week are between \$75,000 and \$80,000,” asserts Stiles.

### What’s Hot

Over the past five years there were a slew of fruits and vegetables new to conventional retailer’s shelves. Some of these were new varieties of old favorites, others were imports now with a domestic supply, and still others were ethnic favorites that are moving mainstream. Below are some of the items that (to borrow the words of Frieda’s Caplan) “are making the produce department interesting” today.

**Purple Veggies.** “Purple asparagus is becoming more popular,” says Charlie Eagle, vice president of business development for Southern Specialties, headquartered in Pompano Beach, FL. “So are rainbow carrots, which are hand-peeled baby carrots we pack in several different colors like white, yellow, orange and purple.”

Frieda’s has capitalized on the power of purple in recent years as a platform to introduce purple-hued cauliflower, kohlrabi, baby potatoes and sweet potatoes. The new item to the bunch is purple snow peas.

“Some of the purple snow peas grown in California and Mexico are big and woody. We found a year-round grower in Guatemala. The peas are crisp and tender, they maintain their purple color when cooked and both the purple pods and green peas inside are edible,”

says Caplan.

**Greens.** Leafy greens were once sought after primarily by customers of certain ethnic groups. For example, Italians bought chard, African-Americans collards and Portuguese kale. Now, these greens are becoming broad-based staples, and it’s their varieties that are trending.

“You wouldn’t find a bag of mixed kale out there 2 to 3 years ago and now you do,” says Ratto of Ratto Bros. “We grow green, red and lacinato (also called black or Tuscan) varieties.”

Kale sprouts (or kalettes) are the next iteration. “These are a cross between Russian red kale and Brussels sprouts,” describes Melissa’s Schueller. “They look like tiny heads of kale, much smaller than baby kale and more developed than their microgreen cousins. They have a crisp texture and peppery flavor.”

Microgreens are on the upswing. “We sold zero 10 years ago,” says Maurice Crafts, sales representative for Coosemans Boston, Inc., located at the New England Produce Center, in Chelsea, MA. “The rainbow mix is still the best-seller 10:1, but every year we see more demand for single varieties like bulls blood, celery and cilantro. People are starting to buy in confidence, because they now know what they are.”

There’s also growing demand for highly seasonal greens. “This includes spring ramps, fiddlehead ferns, pea shoots and garlic scapes,” says Crafts.

**Berries.** Beyond the big four, there is more consumer interest and availability of variety berries. “This includes boysenberries and cape gooseberries,” says Steven Espinosa, director of business development for Fru-Veg

Marketing, Inc, in Miami, FL.

**Citrus.** Meyer lemons are slotted by more retailers today. One reason, in addition to their sweet-tart taste and popularity with celebrity chefs, is an extended season.

“The domestic season runs from October through the end of April. Two years ago we began importing Meyer lemons from New Zealand in June, July and August, so we’re close to closing supply gaps,” explains Melissa’s Schueller.

**Persimmons.** A variety of persimmons now available won’t make the purchaser unpleasantly pucker unless it’s squishy soft. “We started to import the Rojo Brillante variety from Spain from November into early January,” explains Fru-Veg Marketing’s Espinosa. “It is very sweet, with a brix of 15 to 16, and you can eat it while firm like an apple. It has its own PLU. It definitely needs customer education.”

**Tropicals.** “We’re seeing a lot of growth in retail sales of tropical specialties such as dragon fruit, starfruit (carambola), rambutan, passionfruit and kiwano (horned melon),” says Mark Munger, vice president of sales and marketing for 4Earth Farms, in Los Angeles, CA.

Greater availability is one reason for this sales increase. For example, “it wasn’t possible for the U.S. to import dragon fruit from countries like Vietnam until about five years ago. In the meantime, farmers tried to grow them in California, and it worked. The season here runs from late July through the first frost in November or December. Retailers are attracted to domestic supplies, because there is less financial and shrink risk. Plus, some retailers prefer to buy domestic only,” says Melissa’s Schueller.

Interest in heath has increased sales of fresh coconut. “People read labels today, and they see how much sugar is in processed shredded coconut,” says Mary Ostlund, marketing director for Brooks Tropicals, LLC, in Homestead, FL. “They would rather buy a fresh coconut and grate the meat themselves.”

Brooks’ Groovy Coconuts have a groove around their circumference that makes them easy to open with a sharp object.

**Peppers.** Habanero and Padron are among the hot-trending peppers that formerly were only sold in ethnic markets.

“We introduced the Japanese shishito pepper last year due to retail demand,” says Melissa’s Schueller. “Interest in really hot peppers like the ghost, scorpion and Carolina reaper is really jumping up as it is for mild varieties like sweet mini peppers.” **pb**

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](http://FRESHSUMMIT.COM) | [#FRESHSUMMIT](https://twitter.com/FRESHSUMMIT)





PHOTO COURTESY OF SUNNY VALLEY

According to statistical data from the USDA, New Jersey's average peach production is approximately 60 to 66 million pounds, and the average total wholesale production value of New Jersey peaches is around \$30 to \$35 million.

# A Peach Of An Opportunity In The Garden State

A look at how retailers can improve merchandising, marketing and selling of Jersey peaches. **BY KEITH LORIA**

**N**ew Jersey has been growing peaches since the early 1600s, and today's peach crops, grown on 92 orchards and more than 5,500 acres, are produced and packed within 250 miles of 45 million people.

According to data by the New Jersey Peach Promotion Council (NJPPC), the Garden State currently ranks fourth nationally for peach production, following California, South Carolina and Georgia, but it has been growing in market share over the past decade.

"Studies prove that consumers will pay for quality, and they choose Jersey-grown peaches in season over peaches from out of state, because of their superior quality," says Pegi Adam, marketing and promotions manager for the Council. "With closeness to major markets, our peaches are picked by hand at optimum maturity, when color, flavor and sugars are high."

According to the USDA National Ag Statistics Service & USDA Agricultural Marketing Service, New Jersey's average peach production is approximately 60 to 66 million

pounds, and the average total wholesale production value of New Jersey peaches is around \$30 to \$35 million. That makes it New Jersey's third most important crop.

Jerry Frecon, professor emeritus, Rutgers University and horticultural consultant for

the New Jersey Peach Promotion Council, says with Mother's Nature's help of a cold, snowy winter — the coldest since 1994 — the state had plenty of chill hours and moisture to set up an outstanding crop.

"We have lost a few peach buds but should be harvesting and shipping our 50 to 55 million pounds if we have no hail or violent weather until harvest," he says. "Buying New Jersey peaches helps preserve farmers and farmland and it keeps open space in New Jersey."

Frecon says growers may be unhappy about the labor situation as everything is done by hand and the industry utilizes many skilled seasonal laborers to prune, thin and harvest peaches.

"Our state's minimum wage has gone up to \$8.25 and rising, which is higher than South Carolina and Georgia, and at least \$1 higher than the federal minimum wage," he says. "We face the usual battles with the federal government getting H2A workers. The cost of doing both will raise costs — making our peaches less competitive in price if we can even recoup these rising costs."





**“Of the retailers I have talked to, many say consumers demand Jersey peaches when they come into season. Consumers know, but it’s the retailers that we sometimes have a hard time reaching because they buy on price.”**

— Pegi Adam,

New Jersey Peach Promotion Council

### Retailers Respond

New Jersey peaches’ niche in the marketplace is from July 1 to September 15. The biggest benefit of retailers offering New Jersey peaches over those from other states is they don’t have to be picked as early — when they may have less sugar to be firm enough to travel across the country to reach north-eastern markets.

Jay Schneider, produce director with ACME Markets, based in Philadelphia, PA, says over the years Jersey peaches have a long track record with taste and quality. “The idea of getting something that tastes so good locally from the Garden State is a big draw to our customers,” he says. “Jersey peaches help bring more awareness to local grown and are very popular with our customers.”

Victor Savanello, director of produce and floral for Allegiance Retail Services, LLC, headquartered in Iselin, NJ, says the appeal of locally grown Jersey peaches are they are fresh, flavorful, juicy and a delicious fruit to consumers.

“Locally grown, Jersey Fresh doesn’t even need any explanation,” he says. “Customers know these peaches will be dripping down their chin when they bite into them.”

### Marketing Matters

NJPPC’s Adam says retailers should highlight the fact New Jersey peaches are picked “close to home” since once you pick a peach it begins to lose sugar, so those coming from further away lose flavor.

“Of the retailers I have talked to, many say consumers demand Jersey peaches when they come into season. Consumers know, but it’s

the retailers that we sometimes have a hard time reaching because they buy on price,” she says. “That’s a conundrum. We try to constantly remind them of the benefits. We post on Facebook, invite retailers to link to our page and we remind them when the peaches are ready for shipping and delivery.”

The Council will even provide retailers with custom packaging if they want (including bubble packs), like the apple industry does.

At Allegiance stores, Savanello encourages

end caps and mass displays for its Jersey peaches. While the stores offer western fruit as well, it concentrates merchandising toward the locally grown Jersey Fresh program, and drives sales through promotion.

Savanello says Jersey Fresh peaches get prominent placement in the stores’ ads and a front-of-the-line position in the produce department so customers see them when they walk down the aisle. Signage highlighting the Jersey Fresh label and POP/POS materials further enhance the displays so customers

The advertisement features a central image of a whole red and yellow peach next to a sliced peach. Above the peach is a tag that says "JERSEY PEACHES" with a logo. To the right is a QR code. Below the peach is a starburst graphic that says "Jersey Peaches are Here!" and a banner that says "LOCALLY GROWN". The main text reads "fresher... sweeter... juicier" in a cursive font. Below that, it says "Ask for Jersey-Fresh Peaches" and "Plentiful supplies of Garden State grown yellow, white, flat peaches and nectarines - July, August and September." At the bottom, the website "www.jerseypeaches.com" is listed, along with a list of resources: "Grower, packer, shipper list, downloadable price card, recipe booklet and much more!". There is also a Facebook logo and the text "Find us on Facebook!" and a "JERSEY FRESH" logo with the tagline "So Fresh. So Fresh.".

know they are getting a Jersey peach.”

At ACME Markets, Schneider says the stores use dedicated mass stand-alone displays and highlight Jersey Fresh signage.

“We have the dedicated display all season,” he says. “In the past, we have had events in our store with the New Jersey Peach Queen to promote the fruit. It creates excitement and more awareness.”

Maria Brous, director of media and community relations for Publix Super Markets, Lakeland, FL, says while its primary peach program is its Western Tree Ripe program from California, when the quality from New Jersey is strong, the store will opt to carry eastern peaches as a secondary display.

“Signage would call out where the product is from as it would be appropriately labeled as ‘Eastern Peaches from New Jersey,’” she says. “We offer our customers variety and allow them to select which product resonates most with their families.”

### Sustainability And Carbon Footprint

Sunny Valley International, located in Glassboro, NJ, serves as the exclusive sales and marketing agent for “Jersey Fruit” and “Just Picked”-labeled New Jersey stone fruit. Bob Von Rohr, director of customer relations for the company, says sustainability is becoming a big buzzword in the Jersey peach industry. Food safety is also very important,



PHOTO COURTESY OF NEW JERSEY PEACH PROMOTION COUNCIL

which is why all of its growers are certified by PrimusLabs at the highest GFSI level.

“All our growers utilize drip irrigation to help ensure water conservation. Our growers also all participate in an Integrated Pest Management Program to ensure effective use

of pesticides,” he says. “Our largest grower, Larchmont Farms, utilizes solar panels to power its entire packing house with electricity.”

Retailers should highlight the fact buying Jersey peaches in the Northeast helps to reduce the carbon footprint since trucks will not have to travel across the country to make deliveries.

Adam says ShopRite stores in the Northeast will put New Jersey peaches in the bins right in front of the produce department and include large signage highlighting the “locally grown” angle.

And locally grown has another advantage as well. “There will always be a distinct cost and retail advantage for these peaches, just by the freight savings alone,” says Allegiance’s Savanello.

### Final Thoughts

New Jersey has one of the few publicly funded peach breeding programs left in the United States, housed at the Rutgers NJAES Agricultural Experiment Station. According to Frecon, this led to four new yellow-fleshed peach varieties (Desiree, Gloria, Messina, and Victoria) being introduced in 2010, and these have been heavily planted over the past few years.

“This year, three very firm fleshed, low-acid, white peaches were introduced — they are: Scarlet Rose, July Rose and August Rose,” says Frecon. “We also produced a new early low-acid Nectarine Avalon.” **pb**

### Side Note

## GETTING THE WORD OUT

Jersey peaches lend themselves to prominent, colorful displays and many in the industry are doing their part to help retailers in this regard.

Jersey Grown signage is available from The Department of Agriculture, while the New Jersey Peach Promotion Council supplies stores with banners, brochures, buyer guides and other literature.

Additionally, the New Jersey Peach Promotion Council recently produced an original video for produce buyers, shippers and packers on what to look for in selecting Jersey-grown peaches.

According to Pegi Adam, marketing and promotions manager for the Council, the video illustrates important facts such as how peaches are hydro-cooled to 32 degrees, and it also offers tips on how markets can keep them at that temperature until put on display for sale; how peach displays should be rotated —

longest displays in front, harder, shorter displays in back of bins; and how packing houses use electronic weight and sizing machinery for exact 2.75 inch diameters, which are demanded by most retailers.

The Department of Agriculture has also been making a push to get peaches into the school lunch program, which could help get them top-of-mind with youngsters and their families, as well as improve sales at the store level.

“We also sponsor Peach Parties, special peach-featured events at farmers markets, restaurants and supermarkets throughout August, which is Jersey Fresh Peach Month,” says Adam. “We look to enhance returns to growers and shippers; to maintain a viable peach industry in the Garden State for the purpose of preserving farmers and farmland; and to provide the highest quality and best tasting fresh peaches for consumers.” **pb**



# MAINTAINING ORGANIC INTEGRITY AT RETAIL



**T**he organic industry is thriving. More than ever, consumers are buying organic products protected by the USDA organic seal. According to the Organic Trade Association, sales of organic products in the U.S. jumped to \$35.1 billion in 2013, which is up 11.5 percent from the previous year's \$31.5 billion and the fastest growth rate in five years. A product breakdown of the organic food sector shows the

fruit and vegetable category continues to lead the sector with \$11.6 billion in sales, up 15 percent.

To ensure consumer confidence in the organic claim, organic certification agencies and certified entities spend concentrated time and resources verifying and maintaining the organic integrity of products produced. Each step in the chain of custody — planting, cultivating, harvesting, post-harvest handling, transportation and distribution — must be considered within the scope of certification. It's imperative once product arrives at its final destination that retailers need to be prepared to take proper steps to maintain the integrity of that organic claim.

A retail food establishment that handles organically produced agricultural products, but does not process them, is exempt from certification to the USDA National Organic Program regulations, but it must comply with the applicable organic regulatory handling and labeling requirements.

As consumer demand for organic increases, we are beginning to see some retailers going the extra mile to ensure organic compliance by seeking voluntary certification. It's understandable that not every store may wish to budget for organic certification, but there are additional steps retailers can take to protect the organic integrity of products sold to their consumers.

When sourcing organic products, it is important to verify the supplier's organic claim by requiring a Certificate of Organic Production issued by an accredited USDA certifying agent to the National Organic Program's (NOP) regulations. The NOP website maintains lists of accredited certifying agents and certified operations. Training staff to verify the authenticity of the organic claim should be a high priority.

A basic premise of compliance to the USDA organic regulations is to prevent commingling of organic and nonorganic products and to prevent contact of organic products with prohibited substances. Training staff on the importance of receiving, staging, storage, and/or display of organic products in a manner to prevent commingling with nonorganic products is key to protecting the organic integrity.

Signage and labeling of organic products is extremely vital to ensure the consumer is properly informed of the organic claim. There are three labeling categories regulated: "100 percent organic" (all ingredients must be certified as 100 percent organic); "organic" (at least 95 percent of the

ingredients must be certified as organic); and "made with organic specified ingredients or food groups" (at least 70 percent of the ingredients must be certified as organic). Training staff to verify the accuracy of organic claims is key to ensuring consumer confidence.

Pest management, cleaning practices, and food preparation areas should be taken into consideration to prevent contact with prohibited substances. Organic operations often times turn to reliable resources, such as Organic Materials Review Institute (OMRI), to ensure that substances are approved for organic use.

Training staff on commonly asked questions about organic products will help employees assist with educating consumers. Here are some elements to consider when training staff about selling organic:

## USDA Organic Versus Non-GMO Project Verified

The USDA organic seal means the product is certified organic to the USDA-NOP organic standard by a third-party accredited certification agency. Within the organic standard, GMO's are prohibited. The Non-GMO Project Verified seal confirms a product has gone through the verification process and met the standard of the Non-GMO project.

## The Higher Cost For Organic Product

An organic product is generally more costly and requires certification to the rigors of the USDA organic standard. Therefore, this cost is reflected in the final consumer cost.

**It's understandable that not every store may wish to budget for organic certification, but there are additional steps retailers can take to protect the organic integrity of products sold to their consumers.**

## The Why To Buy Organic

Although the topic of whether organic is more nutritious than conventional is still controversial, according to the NOP, organic is a labeling term that indicates that the food or other agricultural product has been produced through approved methods that integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Essentially, the organic standard focuses primarily on practices that sustain the earth and not deplete it from its resources.

## Organic Standard Across The Board

There is only one organic standard for products sold, labeled or represented as organic in the U.S., which is the National Organic Program standard. There are approximately 100 organic certification agencies (located in the U.S. and abroad) that are accredited by the USDA NOP to certify to the same organic standard.

## The Importance Of Staff Education

Training staff and adhering to the organic standards will promote trust in the organic claims. Customers will feel comfortable knowing your staff is knowledgeable on handling organic products and your store is taking the extra steps to maintain organic integrity.

By Susan Siple

Susan Siple is the Executive Director and co-owner of Organic Certifiers, a USDA accredited certification agency, dedicated to providing sound and sensible certification for over 15 years. Organic Certifiers provides organic certification services to a wide range of operations, from the small, local farmer to complex, multi-ingredient product processors.

# Where Do Suppliers Envision The Summer Citrus Category In The Year 2020?



PHOTO COURTESY OF CITRUS AUSTRALIA

The summer citrus category is expected to have a growth rate of about 10 to 15 percent per year, as forecasted by USDA.

**JUDITH DAMIANI**  
Chief Executive  
Citrus Australia  
Mildura, Australia



Volumes of Southern Hemisphere citrus will continue making the summer citrus category more competitive and innovative.

For Australia's citrus supply, the next six years will see increased volumes of a more diverse range of exciting new varieties

including sweet, seedless easy peelers and red/pink oranges such as the Cara Cara. A limited supply of popular U.S. branded citrus, such as Sumo and Cuties, will also be available during the summer months.

Consumers will continue to use social media and web-based technology to gain knowledge on the provenance, flavor, safety and health benefits of their food. In 2020 there will be interactive displays and increased connectivity between growers, retailers and consumers.

**JAMES MILNE**  
Citrus Category Director  
The Oppenheimer Group  
Vancouver, British Columbia

Gone are the days when the humble orange brightened wintertime produce aisles as the go-to cure for the common cold, only to virtually

disappear when the daylight hours lengthened, making room for fresh-picked berries, stone fruit and more. Now, retailers are finding space, not only for the overwhelmingly popular seedless easy-peelers and proven Navels in the summertime, but also for special items like Cara Caras, Minneolas and Daisy Mandarins as consumer fascination with citrus heightens.

The recent opening of the U.S. market to citrus from Uruguay is the latest of many indications that summer citrus has exciting







# LOOKING FOR A SWEETLY SENSATIONAL CATEGORY LIFT? WE MAKE IT POSSIBLE

WHY WAIT TO PUT YOUR PROMOTIONS IN PLACE? CITRUS FROM CHILE IS AVAILABLE MAY THROUGH NOVEMBER. TAKE ADVANTAGE OF OUR CUSTOMIZABLE PROMOTIONS AND POS MATERIALS, AND ENJOY THE BENEFIT OF INCREASED SALES. CONTACT THE CHILEAN FRESH FRUIT ASSOCIATION TODAY TO SEE HOW YOU CAN GROW YOUR CITRUS CATEGORY WITH FRESH CITRUS FROM CHILE!



**Contact the Chilean Fresh Fruit Association Today**

Chilean Fresh Fruit Association  
1682 Laurel Street, Unit C  
San Carlos, CA 94070, USA  
Tel: 650-654-0777  
kbrux@fruitsfromchile.com  
www.fruitsfromchile.com



Chile 

fruitsfromchile.com

potential. Considering the enormous tonnage of citrus consumed during the wintertime — with fine fruit from Chile, Peru, Morocco, Spain and more — satisfying the appetite for convenience and flavor, citrus has evolved to a year-round habit for families continent-wide.

The numbers are telling. As of late June, citrus imports into the U.S. were up more than 10 percent year-to-date, with the greatest lifts in the orange varieties and a significant decrease in limes. Morocco, Peru and South Africa account for the largest volume increases. While weather plays a role, new citrus sources emerged, and their growers are delivering high volumes of very good fruit.

Citrus is a complex category with enormous potential. Driven by Cuties and Halos — the workhorse brands with their generous marketing budgets — an expectation has been set for availability, but even more importantly, everyday eating quality. The key for retailers is to prioritize the eating experience, delivering a consistently sweet, juicy orange regardless of variety or time of year. And the onus is on the grower/shipper/marketer to deliver it.

Instead of looking at the calendar for the transition point between domestic and imported citrus, retailers with openness to continuing on one program or the other while it is still presenting the best flavor enjoy excellent results. For example, a good quality late Chilean W. Murcott program — with its high brix and rich flavor — could sustain a high rate of sales well into the autumn.

At the same time, every marketer has the responsibility to work hand in glove with retailers to create promotions that span the import season. It's our duty to grab the eye of the consumers with promotions that drive sales momentum.

Accordingly, retailers have a tremendous opportunity to differentiate with citrus due to the nuances between varieties and the amplified consumer interest in the category. We've seen the tangy Peruvian Minneola make recent breakthroughs due to its dark orange skin and more "grown up" taste. The out-sized Sumo Mandarin, with its "top knot" and loose rind, captured imaginations last spring. Tango, the truly seedless W. Murcott, shows promise, along with the newer mandarin types like the intensely flavored Orri. Australian Navels remain the gold standard in the summertime and fall.

Packaging innovations abound. Pouch bags of mini-Mandarins, 3- and 5-pound boxes, high graphic packs that emphasize ease and convenience will carry the category to new heights.

As Oppenheimer shipped our first Uruguayan citrus in July, we reflected on the boundless growth of the imported citrus realm. Our program began in 1891 with the delivery of the first Japanese mandarins to western Canada at Christmas time. While we still bring this holiday tradition forward annually, obviously a great deal has changed. We now offer 10 types of citrus from eight countries. From fairly humble beginnings, our category has grown along with the demand. And thanks to our committed grower partners and the retailers who believe in the potential of summer citrus, its future looks bright indeed.

**MAYDA SOTOMAYOR-KIRK  
AND KIM FLORES**  
Chief Executive and  
Director of Marketing  
Seald Sweet  
Vero Beach, FL

During the past 15 years, we have been part of the exponential growth of the summer citrus category. From the beginning of this program, we accompanied our growers on the journey of building a category in the U.S. market, from imported volumes totaling 50 metric tons in 1999 to about 200 metric tons in 2013, according to the USDA Foreign Agricultural Service.

We have seen the gradual introduction of the "easy-peeler" Mandarin and Clementine varieties due to a consumer-demanding phenomenon. This category continues to grow in both domestic and import supply channels.

We have also seen the summer citrus category has not competed with our domestic citrus market, but rather, it has strengthened demand by providing year-round supply. Industry research indicates the loyal citrus consumer wants it all year long, regardless of origin.

As for the future, the Clementine/Mandarin category will continue to grow. This commodity will be a staple item, especially in lunch boxes, schools, convenience stores, and on-the-go eating sources. We will see the consumption of fresh fruits and vegetables among children increase as we all become better educated on the health benefits and continue to improve childhood nutrition.

The summer citrus category is expected to have a growth rate of about 10 to 15 percent per year, as forecasted by USDA. During the next 5 to 10 years, we will see access to more regions and citrus commodities. As we grow the summer citrus category and gain access to more growing regions (such as the Uruguayan market admissibility in 2013), the change of



seasons will be less impactful, and we will grow accustomed to a steady flow of product.

While we recognize the benefits and dynamics of the current "locally grown" initiative, and thoroughly respect and wholeheartedly appreciate our domestic sources, it is unrealistic to think we will be able to sustain our population growth on U.S.-grown product alone.

On the contrary, we continue to see the imports share of produce consumption grow each year. We should operate under the philosophy of sourcing product as near as possible but as far away as necessary.

We need to embrace what other countries have to offer and allow access to our borders so we can preserve our supply channels. For example, our market could benefit from lemons from Argentina, which would alleviate the current shortage of supply. In order to protect our food supply, we as a country need to be open to these trade dynamics and eliminate trade barriers such as unnecessary protocol restrictions or tariffs, which will work against us by forcing product to other markets with easier access.

We should continue to introduce other new and exotic flavors of the world to consumers — generating excitement and passion for the fresh produce eating experience.

Beyond 2020, we possibly face a global food shortage, and there will not be a sufficient or sustainable food supply to keep up with population growth. This will be a key factor in how we grow, produce, market, consume and reduce the waste of fresh produce.

Toward the year 2020, we will see improved technologies, which will enhance shelf-life — for example, packaging or harvesting techniques. We will see better overall growing technologies and more greenhouses or indoor growing operations. We will see the growth of "precision farming" techniques, which will be in response to the lack of water, land and other natural resources.

Also, our standards in the U.S. for aesthetically "perfect" produce have to change. We see so much waste in the supply chain, and much



of it is due to the critical eye of the consumer. Perfectly good produce is often discarded due to exterior blemishes when the interior quality is just fine. This will change with the challenges of food shortages. Clearly, we will need to be smarter and better stewards of our supply.

**MARTA BENTANCUR**  
International Relations And  
Market Access Affairs Manager  
UPEFRUY  
Montevideo, Uruguay



Uruguay is a small country with a long tradition in citrus production and marketing in the international market. Europe has been our main market for more than 45 years, and as a result, our citrus industry has developed as a market-driven responsible supplier.

Consequently, Uruguay gained prestige as evidenced by long-lasting relationships with clients in all of the EU and Eastern countries. Additionally, exports to the Middle East and South East Asia have broadened our scope.

Quality and outstanding service compliance have been the key to Uruguay's success.

The summer citrus category in the U.S. and Canada represents a great challenge and an opportunity to grow in the international market. Uruguay has been exporting to Canada for a long time, but the recent U.S. access for all our citrus categories is a great challenge.

This also represents an opportunity for growth in a growing summer citrus category in the U.S. Our main objective there is to develop the East Coast market through qualified suppliers within the value chain in the U.S.

Today we are exporting to an interesting number of prestigious U.S. companies, which are demanding our products. Oranges, mandarins and lemons will be supplied from May to September, depending on varieties.

Our sanitary protocol includes the cold treatment, and this imposes a new technical and logistic process. This year we are testing cold treatment with main varieties and the results have been very good.

In respect to packaging, we are now adjusting to our clients' needs, from direct

packaging to retailers, to packaging prepared to repackaging in destination.

Transportation is also a key process we want to improve. Now, we do not have direct transportation when cold treatment is required. As volumes grow, we will be able to gain space in direct shipping lines to supply the U.S. and Canada and better prices could be expected.

Uruguay Natural is going to be our marketing brand. It reinforces the message of quality fruit being grown under sustainable

production. Our fruits are all certified under an internationally recognized organization on GAP, HACCP and quality systems such as BRC (British Retail Consortium).

For the year 2020, we envision a good development in the U.S.-Canadian route and Uruguay growing its supply through an excellent service and wide range of products, including new varieties already in demand.

We are only just starting, and we have much to learn, but also much to win. We are putting forth a lot of efforts to achieve this goal. **pb**



PHOTOS COURTESY OF SOUTH CAROLINA DEPARTMENT OF AGRICULTURE

## South Carolina State Farmers Market Combines Wholesale, Retail And Event Experience

The newly updated venue offers improved business for vendors and a fun shopping experience for customers. **BY SUSAN CURRY**

**S**outh Carolina is a distinctive and versatile homeland for a variety of produce, grains and livestock. Peaches, leafy greens, such as collards, kale, and turnips, as well as watermelon and tomatoes rank in the Top 10 in U.S. production each year, according to the South Carolina Department of Agriculture. Overall, the state's produce industry is in excess of \$150 million annually. To showcase South Carolina's plethora of produce, the state's Ag department sponsors the State Farmers Market in the state's capital of Columbia. The agency also sponsors markets in Florence and Greenville.

The market in Columbia was first established 60 years ago. In the fall of 2010, the market moved to a new facility, which makes it three times larger and more centrally located. "We have a total of 355 vendors who sell at the market at various times of the year," says Brad Boozer, the market's manager. "Some sell wholesale while others sell only retail."

### A New Home

The new market is a state-of-the-art facility and unique to the Southeast. It's a public and private venture. It's the blending of the South Carolina government, farmers, retailers, and distributors from across the state. Privately owned wholesale companies purchased space for storage and to sell produce. Daily and seasonal vendors rent other sheds.

One distributor, Senn Brothers, is very pleased with the new updated facility. "This new market is designed for what we do today," says co-owner Gary Prince. "It's designed for food safety and energy efficiency. At the old market, our energy bills were \$15,000 a month. The bills are now half that, and sometimes less. Everything is now computerized as well." Another improvement is that many of the vendors own the buildings and lots. Previously, the state owned the market and vendors leased the buildings.

Competition between the vendors isn't an issue. Prince refers to it as "friendly competition." Each seller has his or her niche produce items

that they specialize in. "One might sell packaged bananas and another sells repackaged tomatoes. We all get along and help each other."

Chris Rawl of Clayton Fawl Farms is another vendor who finds the new market more conducive to business. "It's more high-tech, cleaner, and roomier than the old market." He concurs with Prince of Senn Brothers that competition isn't a problem. "There's a lot of camaraderie among the vendors. We often swap products with other vendors. If another seller has sold out of an item, they buy from another vendor."

### Interactive Shopping

The market is more than stalls overflowing with fresh produce. It's also a fun-filled day. Located on 173 acres, the market includes a restaurant and other amenities. In June, retail outlets opened to sell crafts, seafood, more produce and other items. The stores and restaurant are located in the Corbett Building and became known as the Five Rivers Market. It's a shopper's delight where one will find preserves, relishes, salsa, gourmet dip mixes, and all are certified South Carolina Grown produce.

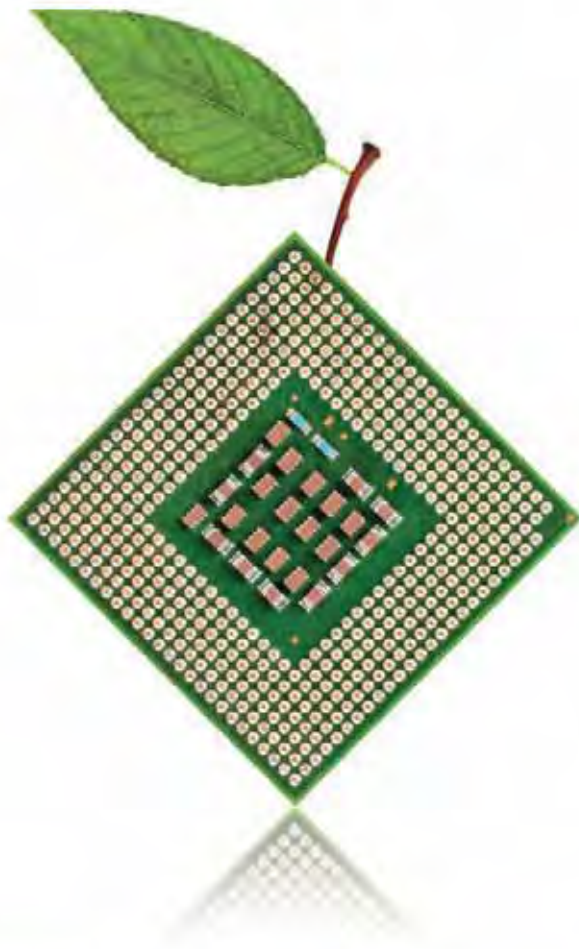
The Department of Agriculture also opened laboratories at the market, a 200-seat conference center, and an exhibition kitchen. Viewing a cooking demonstration at the kitchen is a great way to top the day. Dupre Catering and Events recently purchased the restaurant, Dupre at the Market.

Jonathan Millsap, service coordinator of Dupre's, says the restaurant sponsors cooking demonstrations in the exhibition kitchen. "We've offered demonstrations on cooking with edible flowers, and fruit and vegetable carvings. The kitchen seats 60 people with an extra section of 200 seats. The demonstrations have projectors and big screens so that everybody has a view. It costs \$20 per person and includes a meal from the restaurant."

The market also has promotions throughout the year. During the summers, the commodity boards offer demonstrations and donate fruits and vegetables.

**pb**





## WHERE SILICON VALLEY MEETS A WHOLE NEW FIELD.



As a Silicon Valley start-up, HarvestMark needed to hit the ground running. PMA membership put them on the fast track to build industry knowledge and forge strong relationships across the globe. PMA's Technology Portfolio helps technology service providers and companies like yours stay up-to-date on the latest developments in the produce industry.

**INDUSTRY KNOWLEDGE— THAT'S THE PMA ADVANTAGE.**

What's your business challenge? We can help. **CONTACT US FOR A FREE CONSULTATION.**  
Paula Gonzalez, Director, Member Relations: +1 (302) 738-7100 | [pgonzalez@pma.com](mailto:pgonzalez@pma.com)



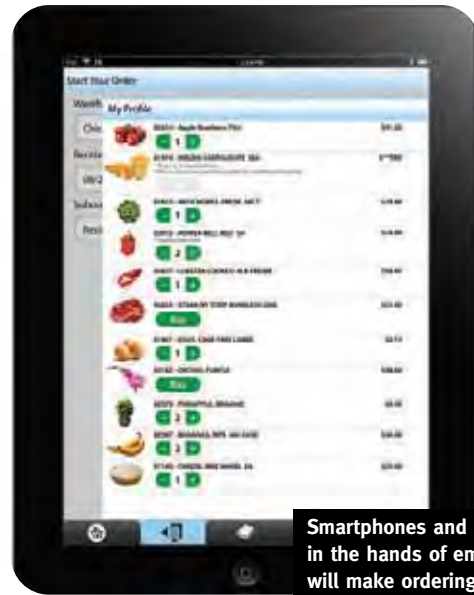
"PMA HELPED US MAKE CONNECTIONS, MEET  
INDUSTRY LEADERS AND UNDERSTAND THEIR NEEDS."

**ELLIOTT GRANT**  
CEO, HarvestMark | Industry Service Provider | USA

See his PMA story at  
[pma.com/memberstories/elliott](http://pma.com/memberstories/elliott)



PHOTO COURTESY OF PRODUCE PRO



Smartphones and tablets in the hands of employees will make ordering, food safety functionality and daily reporting generally available.

# How Distribution Software Figures Into The Bottomline

Experts across the supply chain weigh in on advancements and practical uses for technology. **BY M. THOMAS MARTIN**

Computer software has the potential of automating processes throughout the produce distribution chain, but gaining acceptance is a gradual process, as participants weigh giving up traditional operation methods.

Benefits are available, but adoption means making changes to established successful practices. Many retailers are reluctant to give up hands-on methods of doing things.

## Finding Technological Balance

Jeff Fairchild, produce director of New Seasons Market, Portland, OR, is among those who regard technology with wariness. "I'm old-school. I know as much as I need to and use it as little as I have to," he says. "I get the benefits of email and quick exchanges, but I'm not the one running the warehouse, and I feel lucky."

Some retailers are not in the market for new applications. "We hardly get on the computer," says Cindy Hatton of Harmon's, West Valley City, UT.

Debbie Miner, produce manager of High-

land Park Market, Coventry, CT, says, "I use computerized books to do my orders, but I don't use the computer at the store. It's all done with Telxon [a supplier of mobile data capture and delivery equipment] or talking to the person."

Still, computer software has demonstrated its usefulness getting produce through the supply chain and into stores, particularly as produce operations become more complex.

Computer software can simplify the process of providing more and better quality fruits and vegetables that can stoke interest, which answers consumer demands for new and varied products.

Throughout the supply chain, a better understanding of costs and where profits lie can make computer software more attractive in addressing issues of labor, efficiency, transparency and handling.

Udi Sosnik, marketing director of Fresno, CA-based Orange Enterprises, notes computer software, such as his company provides, ensures everyone (from farmers on through the distribution system) can get the most

output from the costly labor input. "Labor is very expensive, and everyone is looking to optimize it," he says.

The application software can boost efficiency through the automation computerization permits, allowing companies to deal with issues more immediately, and at each point in the supply chain where transactions occur, so supervising any enterprise can become more efficient.

Angela Nardone, chief innovation officer of software producer N2N Global, which is based in Longwood, FL, and Oxnard, CA, says the organization of modern produce businesses increasingly requires effective consumer software. "In general, people would organize companies and there were few key decision makers," she says. "We've become so global that we have had to localize decisionmaking. Software helps decisionmakers on the corporate level say 'these are our guidelines and standards.' That's what people are doing with software today."

Independent application developer Charles Waud of Brampton, Ontario, says produce



# “Computer software can capture the extra required data to keep manual data entry to a minimum. A perfect example is inventory control and lot number tracking.”

— Tina Reminger,  
Silver Creek Software

companies can reap immediate benefits by taking advantage of computer software’s ability to automate time- and labor-consuming practices. “By employing computer software in localized devices — with handheld computers and smartphones becoming the hardware of choice and the focus of produce-related software development — companies can incorporate data directly rather than using intermediaries, such as spreadsheets. In this way, they can save steps and time, which can

mean big improvements in operational efficiency and accuracy. Then the software user has more time and better data to do analysis. The result is better direction of resources and improved profits,” he says.

Small, medium and large benefits can come in labor savings if companies use computer software to automate multi-step practices, explains Waud. “Preparing a form and emailing is one example. I also see companies have a lot of spreadsheets and do ad hoc analysis as well as number crunching with them. If I had all the data in a computer rather than a spreadsheet, I could generate a report that doesn’t take a lot of time. A lot of people

who track their costs in other systems, when they use automation to get the flow through, are quite surprised about which products are making money and which are not.”

## Effects Of Technology In Supply Chain

Charles Shafae, president of dProduce Man Software based in Half Moon Bay, CA, says the company’s retail and foodservice customers are embracing integrated account and management computer systems that provide country of origin and traceability information.

“The industry’s advancement has created a need to account for a range of products that doesn’t just include new varieties and origin points,” says Shafae, “but also fresh-cut items and other kinds of prepared raw products, such as guacamole and soup kits.

“Technology is taking over, and the reason is speed,” asserts Shafae. “Technology really is giving users the ability to collect information and manipulate it, and that results in profitability and in traceability. Those are two important keys for the industry. You cannot be left behind. What I see going forward is most of the technological development is going to be for mobile technology. Right now, we have an

## Side Note

### LOGISTICS AND TRANSPORTATION

Computer software has become increasingly important regarding logistics, including transportation, where tracking and communications can generate efficiencies in everything from fuel utilization to backhauling for a sector that is continually feeling pressure for cost reduction.

“Tracking product deliveries, quantities and signature captures has been the norm for most transportation companies,” says Courtney Heim, sales representative at Woodridge, IL-based Produce Pro.

“The produce industry has become more conscious of the need to track trucks, be aware of delivered product quantities in case of a loading error, and keep the paperwork to a minimum with electronic signature captures.

“Companies can optimize deliveries by using an RF scanning software solution to improve their truck loading process as well as palletizing correctly to streamline the delivery process. With customer orders palletized and truck loaded correctly, we have seen a decrease in second runs, which become very costly.” **pb**



**STOP!**

Are you PTI compliant?

GO from no traceability to complete traceability with Produce Pro Software. Keep track of lots throughout your operation from receiving, inventory management, repacking, processing, to shipping.

Ready...Set...GO...  
Call for a demo today.

WEB  
[www.producepro.com](http://www.producepro.com)



PHONE  
(630) 395-9600

**dPRODUCE MAN**  
Member of 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

**NEW**

Estab. 1980

**PMA FOODSERVICE CONFERENCE & EXPO  
 JUL 25 - 27 Monterey, CA, USA • Booth 104**



**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

**Harris**  
 Consulting Solutions

Contact Don Harris at:  
 Phone: 269-903-7481  
 E-mail: Don@HarrisProduceVision.com

app our clients can use to put in orders on an iPhone or iPad, and it goes right into the company's system. You can see an order with speed and see where it comes from. We moved into the cloud recently, and that's the direction that is a growing focus."

With increased data requirements, the need for software to dive deeper into an operation is essential.

Tina Reminger, vice president/general manager of Silver Creek Software in Boise, ID, notes software could help companies pace the changes impacting the marketplace. "Lately, the problem has been less about increasing the speed at which things are accomplished and more about maintaining your current speed," she says. "The reason for this paradigm comes from new government regulations that require

all products purchased and sold be tracked from the supplier to the retailer. In many cases, this requires more data entry and will likely decrease productivity, especially while a company is making the transitions necessary to honor these regulations.

"Computer software can capture the extra required data to keep manual data entry to a minimum," continues Reminger. "A perfect example is inventory control and lot number tracking. For many smaller companies, there was no need to keep track of lot numbers, but it becomes a critical part of meeting new government traceability standards. By using wireless scanner devices with the appropriate software installed, lot numbers and codes can be captured as the crew in warehouse operations perform their regular duties."

## Side Note

### QUALITY IMPROVEMENTS

**W**e surveyed industry experts to share recent computer-related developments and what they have done to obtain a better quality of produce in front of consumers.

"I think inventory management systems have been key in the past couple of years," says Angela Nardone, chief innovation officer, N2N Global, which is based in Longwood, FL and Oxnard, CA. She notes the size of produce operations and their complexity regarding products and how their handling requirements create a demand for software that can help companies sort details into a coherent plan of action.

Nardone says she expects improvement as hardware and software become more effective and adapted to market conditions. Going forward, Nardone notes, the ability to keep up with new regulations and rule-making, some of which is being written right now, will drive development and implementation of computer software as supply-chain participants seek to comply with the relevant laws and verify their business partners are doing likewise.

Ultimately, the goal will be to link processes under a unified plan that uses computer software as part of a comprehensive program that does everything from improving harvesting procedures, with drones lending a hand, to coordinating social media marketing in a

manner that makes forecasting a more exact science.

Courtney Heim, sales representative at Woodridge, IL-based Produce Pro, says software solutions can give distributors the capacity "to identify different traits of product variety, ripeness, grades, brands, and expiration date. This allows the distributor to understand what products would be best suited for particular customers.

"With increased product rotation at pick time, product will be rotated based on expiration date to make sure the amount of dumped product is greatly reduced."

Charles Shafae, president of dProduce Man Software based in Half Moon Bay, CA, notes, if the application becomes more attuned to their needs and preferences, people throughout the produce supply chain will be able to do their jobs more effectively.

"Consumers want to know where product came from," says Shafae. "They want to know if it's organic. If it's local. Computer technology can help if the product can be traced correctly. It can help if an RFID tag is attached to the box. By the time it arrives on the store's shelf, consumers can use a smart phone and just scan the QR code on the shelf and know everything they want to know about particular items at that minute. That's where we're going to be." **pb**



## HARDWARE ADVANCEMENTS

The proliferation of tablet computers and smartphones is providing the produce industry with new capacities, particularly when making decisions at critical junctures in the supply chain.

Now, computers are everywhere and can gather information, communicate and apply analytics at each point of activity between harvest and the retail display case without the need of expensive devices to accomplish a single task. As such, tablets and smartphones are an important focus of software development.

Tina Reminger, vp/general manager of Silver Creek Software in Boise, ID, says, "Ruggedized tablet and iPad devices are easy to use and software is becoming available for them. Making all the devices work together, such as scanners, card readers and other devices, is always a challenge. Technology is constantly evolving, and new developments are made almost daily across the world.

Smartphones and tablets in the hands of employees will make "friendly ordering, food safety functionality and daily reporting generally available," says Courtney Heim, sales representative at Woodridge, IL-based Produce Pro.

Independent application developer, Charles Waud of Brampton, Ontario, notes as costs associated with radio frequency hardware come down, computer software will come online to help improve a range of functions from tracking to forecasting.

"Another wave of excellent RFID technology is coming," he says. "Cost and technology are improving. If we can read products throughout the supply chain, versus a person with a barcode reader, we will save time and cost throughout the system."

Management Systems with radio frequency scanning are among the tools that can make a complex task more manageable. "Product can be scanned to a slot or a location in real-time to pin

point where inventory is at all times," says Heim. "Accurate product location is key to increase speed of picking, packing, inventory counts and loading of trucks.

"The proliferation of software solutions that drive management systems with RF scanning can address the complete warehouse function and should make managing inventory more efficient," she says.

Waud notes tracking on cases and pallets, as the systems involved become more sophisticated and integrated, will ensure any necessary information can be accessed effectively, promoting efficiency, credibility and confidence as regards to the distribution channel.

At the same time, he says, traceability will provide further insight that will make costing much more precise, providing growers and packers with a better sense of how they should amend their operations to generate better profits." **pb**

In harvesting, says Courtney Heim, sales representative at Woodridge, IL-based Produce Pro, modern computer software can provide efficiencies and an understanding of costs that allow growers to make appropriate investments. When it comes to harvesting costs, such as labor, electricity, fertilizer, overhead, machine allocation, seed, planting, and weeding, thorough accounting, which can be fine tuned by software employment, can produce a more precise cost.

"Farmers want to be paid for the work they put into the different harvests," she says, noting the kind of software her company develops can effectively track the costs, and that's the point where users can determine which operations are more profitable.

"With the additional packing and transportation costs, grower returns can be easily calculated. Currently, many companies are tracking all the costs manually or through spreadsheets. With a system such as Produce Pro, all costs will be stored within the system, and reporting to growers can be set up automatically to send each week."

When it comes to inventory management, new realities are driving the creation of support software. Inventory management is a critical issue when the supply chain is handling more kinds of products, more variety within

**VISUAL PRODUCE**

*Personalized Business Management Software for the Produce Industry*

*Always keeping you a step ahead!*

- \* New Sales & Purchase Order Apps for remote ordering
- \* New Warehouse Management Extensions
- \* Enhanced Traceability
- \* Delivery Track mobile signature capture

Plus all of the customizable management, inventory, tracking, and accounting features our clients count on!

**Silver Creek**  
SOFTWARE

[www.silvercreek.com](http://www.silvercreek.com) 208.388.4555

Visit us at PMA Foodservice Booth #115

different categories and more exacting specifications. Nardone notes the industry needs to standardize and automate procedures because the old ways of doing business are fading.

"You used to have a team at the warehouse looking in every day and you could sell. You would say, 'Bob, I've got some nice red tomatoes.' You are looking at something you could sell the next day. Now product is being sold without the salesman seeing it. It's that kind of transition now," she asserts.

Heim says her company has developed software to speed produce production by allowing customers a fast method of tracking inputs and outputs including costs and shrink.

So, users can review production status and what's needed to complete any activity. By applying forecasting and par-level functions, users can readily understand what's required to stay ahead of orders. Electronic data interchange allows for exchange of "PO's, invoice, confirmation, etc., saving customers time when

manually reentering data from web portals or emails," says Heim. "Online ordering helps streamline the order-taking process for the end customer and the wholesaler. Reducing the use of spreadsheets and manual entry and double entry are benefits from a software solution."

Moving product through warehousing, but with the ability to chronicle product movement, became a bigger focus for software developers.

Silver Creek's Reminger notes, "With the proper software, companies can gain efficiencies in procurement, order fulfillment and traceability, all at the same time. Electronic orders assist in reducing errors while at the same time reducing labor hours in re-keying data into multiple systems. Scanning products and matching items against orders reduces delivery errors. Picking efficiencies can also be measured. And of course, the need for tracing the product from farm to fork can only be done efficiently with software."

Application developer Waud notes the ability to identify product more precisely and incorporate more precise data by lot has improved the ability to sell small. Traceability is driving the process, but the evolving software also can enhance inventory management.

### Embracing The Future

Consumers have embraced a wider variety of product, making everything from avocados to mangos to zucchini part of their everyday purchasing. As a result, assortment of new varieties, including seasonal products, becomes more important. Inventory management software, in those circumstances, not only helps in a pinch when product has to be traced, but it also can help more companies deal with the incumbent management complexities.

Nardone says software evolved to help businesses throughout the food chain cope with recalls and regulations regarding food safety and product origin. "Our customers received some incentive around product recalls in general. One of the things that has been really big for us in the past two years is our solution for helping customers and retailers through recalls in the supply chain. We are working to help customers with verification and management. What we see is the need for a platform that can share information with supply partners to ensure they comply with the laws and conditions for audits."

Reminger notes requirements around traceability "are driving the need for software in all of these areas. As the industry implements traceability best practices, this will only increase." **pb**

## WHERE TO INVEST THE MONEY

Computer software can address a range of complex issues that have become more critical — including payroll, international operations and cold chain management.

Payroll has become a greater consideration in many produce operations as properly compensating workers has become a complicated task given different conditions and regulations.

"Because of the number of changes and the evolution of people management, we have a payroll software system," says Angela Nardone, chief innovation officer, N2N Global, which is based in Longwood, FL and Oxnard, CA.

"It does lots of things: It helps with piece rate, and wage compliance in taxes. Payroll is becoming a system in and of itself. It used to be a subcomponent, but we recognize companies are developing a payroll offering that's just for payroll."

Regulations play a role in making payroll automation important. Nardone notes Florida's penny-for-pound regulations can make life difficult for growers who have to compute the required additional payments above the basic scale. If growers also are bringing product in from other states, the challenge becomes even more daunting. Available software, however, can ensure the employer makes the right payouts and meets regulations.

"It's gotten to the point when people have to have dedicated payroll systems for their businesses," says Nardone.

Business and the procedures needed to conduct it become more complex when product crosses borders and enters new jurisdictions. Regulations are only one challenge computer software can address.

"One really important issue is cost — particularly in Canada," notes independent application developer Charles Waud of Brampton, Ontario. He also emphasizes figuring exchange rates as they exist and as they evolve is crucial.

Waud says his company built an interface that makes bringing product into Canada a single task, which includes confirming the sale and even clarifying any information that might be necessary to circumvent a border hold up.

In regard to cold chain management through distribution, Nardone says she believes significant improvements can be made as the proper hardware proliferates, perhaps with the help of some cost sharing, through the system.

"Over the next couple of years, improved electronic sensors and better cold chain sensors will become more widespread," she predicts.

Charles Shafae, president of dProduce Man Software based in Half Moon Bay, CA, points out hardware prices for cold-chain related technology, including sensors improvement, should come down and make management of the whole process more effective. Combine that with mobile technology and software written for it, and a better cold chain system can emerge.

"The cold chain is very important from what is being picked right now," he says. "The industry always wanted, when in field, to be able to start tracking product. The hardware, though, was not as available as desired, and, if available, it was expensive. Now, you can do many things in the field with mobile, through your iPhone or other smartphone. You don't need specific, expensive hardware." **pb**



# School's Out, But Salad Bars Are In

Increased student participation, school purchases of produce and overall consumption are the results of latest salad bar study. **BY KEITH LORIA**



PHOTO COURTESY OF ST. PAUL PUBLIC SCHOOLS

United Fresh reports that the Let's Move! initiative has brought 3,456 salad bars to schools since 2010, and served more than 1.7 million children.

In the past 30 years, childhood obesity rates in America have tripled, with nearly one in three children in America considered overweight or obese today. The numbers are even higher in African American and Hispanic communities, where approximately 40 percent of children tip the scales at levels considered unhealthy, according to the United Fresh Produce Association.

Study after study reveals that a small percentage of youngsters consume the recommended amounts of fruits and vegetables, and increasing fruit and vegetable intake in children and adolescents can help maintain long-term good health and decreases risk of chronic disease and obesity.

For that reason, First Lady Michelle Obama has championed around Let's Move! — a comprehensive initiative, dedicated to solving the challenge of childhood obesity within a generation, so children born today will grow up healthier and able to pursue their dreams.

As part of the Let's Move! program, the First Lady has challenged America to put 6,000 salad bars into schools, and leaders across all sectors have stepped up to help support this important initiative.

"School salad bars are an important tool to

promote fruit and vegetable consumption among schoolchildren," says Dr. Lorelei DiSogra, vice president of nutrition and health for the United Fresh Produce Association. "Studies show that the introduction of school salad bars increase the amount and variety of fruits and vegetables consumed by children."

## Helping The Cause

Let's Move Salad Bars to Schools is a grassroots effort of the Food Family Farming Foundation, the National Fruit & Vegetable Alliance, the United Fresh Produce Association Foundation and Whole Foods Market in support of First Lady Michelle Obama's Let's Move initiative.

"School salad bars are gaining momentum from coast-to-coast," says Ann Cooper, who is a chef and founder of the Food Family Farming Foundation, a Boulder, CO-based non-profit that has been instrumental in bringing salad bars to schools. "It's gratifying to see kids, teachers and parents getting excited about fresh fruits and vegetables."

According to DiSogra, the initiative has brought 3,456 salad bars to schools since 2010, and served more than 1.7 million children. More than 550 schools are still on the organi-

zation's waiting list as they seek more donations to carry out its mission.

"Over the last couple of years, in addition to supporting the national campaign, United Fresh has carved out special campaigns that are aligned to where our conventions are held, such as last year in California we donated 900 schools," says DiSogra. "This year and the next two years, our convention is in Chicago and we have a special campaign, Let's Move Salad Bars to Midwest Schools."

Last spring, Let's Move Salad Bars to Schools partnered with the Gretchen Swanson Center for Nutrition (an independent research institution based out of Omaha, NE, that provides scientific expertise, partnership and resources to improve diet and physical activity behaviors among youth and their families) to complete a post-implementation survey of school districts that received salad bars from the organization. Responses came from 357 school districts in 46 states.

"Salad bars empower kids to try new fruits and vegetables and make their own healthy choices," says Diane Harris, PhD, Centers for Disease Control and Prevention's division of nutrition, physical activity and obesity. "Giving

kids a variety of options and the opportunity to choose means they will eat what they take. And, that means less waste, more efficiency in foodservice operations and kids getting the nutrition they need. Salad bars make the healthy choice the easy choice for kids.”

Key findings from the study included: 57 percent of schools saw increased student participation in school lunch programs with the addition of salad bars; 78 percent of schools reported purchasing more fruits and vegetables as a result of salad bar implementation; and 51 percent of low income students were increasing their fruit and vegetable consumption thanks to salad bars.

“What most schools have done for a very long time are frozen vegetables at best or canned at worst, and that’s not a way to teach children [about the flavors of vegetables],” says Cooper. “We remove by and large the vegetable on the plate and replace it with a salad bar, and everything’s good about it.”

Andrew Marshall, policy and grassroots manager for the United Fresh Produce Association, is instrumental in talking with produce companies that donate the food and the school foodservice programs where the salad bars are going. He says more than 200 produce companies have become involved, and local growers have done their part as well.



PHOTO COURTESY OF ST. PAUL PUBLIC SCHOOLS

“There has been a groundswell of people who want to engage in this program and we are very pleased about that,” he says. “Many are finding creative strategies, whether it’s teaming up with a retailer or a wholesaler/distributor, and a number of regional associations have

been tremendous supporters as well.”

### Salad Bars In Action

Salad bars are also one of the easiest ways for schools to comply with new federal nutrition standards for school lunches, which require students be offered fruits and vegetables daily and that students select at least a one half cup serving of vegetable or fruit with their meal.

Cooper is also the director of foodservices for the Boulder Valley Food District in Colorado. When she took the position five years ago, only a few of the schools in the district offered “fruit and veggie” bars, but now all 52 schools pre-k through 12th have full-fledged salad bars operational.

“We made the decision to implement salad bars over a two-year period and we fundraised the money and were able to put them in,” she says. “We’ve seen procurement of fresh fruits and vegetables go up from 70,000 to 450,000 in five years and we do not see a lot of waste.”

Many other school districts and private schools have likewise jumped on board the salad bar bandwagon lately.

“We received our first salad bar in January and participation and engagement is so high, five more schools will have salad bars by the end of the year,” says Sunny Young, project coordinator of Good Food for Oxford Schools in Mississippi. “Our program includes nutrition education inside the classroom and outside in school gardens.”

In Minnesota, the St. Paul School District

## Salad Dressing In Vogue

**Y**ou can’t enjoy a good salad without a proper dressing, and many schools are starting to beef up its dressing offerings.

Ann Cooper, director of foodservices for the Boulder Valley Food District in Colorado, says the 52 schools in the district make in-house, freshly made salad dressing to keep the chemicals and sugar out of them.

“Pretty much every child in America has grown up to think that there’s just one salad dressing, and that’s ranch, and it goes on everything including pasta and pizza,” she says. “We don’t serve ranch very often, but we have six dressings that we rotate through, and there are always three out: one’s a balsamic, one’s some type of creamy and one is usually a lighter dressing.”

Heidi Servin, salad bar specialist at the Cambridge School of Weston, MA, says the boarding school offers half a dozen salad dressings, in addition to oil

and vinegar, and listens to its students as to the direction of what to bring in.

Angie Gaszak, nutrition specialist for St. Paul Public Schools in Minnesota, which serves more than 39,000 students, says it makes its own Caesar dressing and is currently looking for other healthier salad dressing options.

“We have pretty high standards the industry is struggling to meet including no high fructose corn syrup, artificial colors and flavors, additives and artificial preservatives, as well as specific nutritional parameters regarding fat, saturated fat, sodium, and calories,” she says.

“The student’s most popular salad dressing, across the district, is still ranch with French/Western in second place. One of the hottest condiments in our schools is hot sauce and Sriracha sauce. The kids love to dip everything in this spicy chili sauce — even some of the kindergarteners,” says Gaszak. **pb**



has been a strong proponent of school salad bars for almost a decade.

“We now have salad bars in all our schools and have found that when kids get to choose a little or a lot of new or familiar fruits and veggies, they gobble them up,” says Jean Ronnei, chief operations officer for the school district. “Salad bars are great. Anyone who thinks kids hate vegetables should check out our salad bars at lunch.”

Angie Gaszak, nutrition specialist for St. Paul Public Schools in Minnesota, which serves more than 39,000 students, says the district has offered Choice Bars in schools for about 10 years, offering high quality produce, locally when available, and developing new salad recipes to keep the concept fresh.

“From cherry tomatoes and baby carrots to spinach and jicama sticks, students are offered a rainbow of options with the hope there will be at least one option even the pickiest of eaters can enjoy,” she says. “This is also the stage for featuring local produce as part of our Farm2School program. We have featured items like coleslaw featuring local cabbage, local carrots, sugar snap peas, zucchini, cucumbers, bell peppers, watermelon, and apples.”



PHOTO COURTESY OF CAMBRIDGE SCHOOL OF WESTON

Weekly salad options include black bean salad, garbanzo bean salad, corn and edamame salad and three new salads which were made from recipes developed by the school’s students.

“We create marketing materials highlighting new items and local items. Also, our

stellar staff is excellent at gentle nudging when reminding students to take their half cup of fruit or vegetable daily,” says Gaszak. “Aside from the Choice Bars, we also have 28 elementary schools that participate in the Fresh Fruit & Vegetable program. This helps reinforce the habits in the lunchroom and helps further

## Sell greens. See green.

Stock your shelves with a healthy mix of ready-to-use greens, and you’re bound to see more green at the registers. For kale alone, sales grew 210% in the last year\*—faster than all other vegetables. Shoppers all over the country are learning what southerners knew when they created Glory Foods® fresh greens—there’s just no better way to add taste and nutrition to their family meals.

*Soulful Heritage. Taste For Everyone.*

Add Glory Foods fresh greens to your produce department today—

Call 877-55-GLORY or visit us  
at [www.gloryfoods.com](http://www.gloryfoods.com).

\*Freshlook IRI, WVE 09-08-13

© 2014 Glory Foods, Inc. All Rights Reserved. Glory Foods® is a registered trademark owned by and used under license from Glory Foods, Inc.



expose students to new fruits and vegetables. It is well known that kids need to be exposed to new foods many times before they will try and like new things.”

Scott Rothwell, group foodservice director for the Cambridge School of Weston (CSW), based in Weston, MA, says health and wellness is central to the school’s core mission.

“Our foodservice, the wide range of healthy offerings and relationship with CulinArt [a regionally contracted dining service company] is one big way that we can enable our students

and entire CSW community to pursue a healthy, balanced lifestyle,” he says. “Health and wellness is seen as more than just a curriculum, it is a way of life. A new trend that we have pursued is our noodle bar which is an extension of our salad bar program. We offer thinly sliced produce for a self-serve noodle bar made from in house made vegetable stock and a variety of different noodles.”

**Taking Action**

As the old saying goes, “You can lead a fish

**“There has been a tremendous push since 2010 to get healthy food in front of kids and create healthier school environments.”**

— Dr. Lorelei DiSogra,  
United Fresh Produce Association

**NEPC by the SEA**  
Newport, RI • 2014

**Wednesday - Friday, September 10 - 12, 2014**  
**Hyatt Regency, Newport, Rhode Island**

*Come to the New England Produce Expo*  
**Exciting New Venue!**

<p><b>Wednesday</b> Produce Industry Forum Cathy Burns, PMA President VIP Reception Newport Style Clambake</p>	<p><b>Thursday</b> Keynote Breakfast, Krista Neher <i>Produce Marketing in a Digital Age</i> Produce Person of the Year Award Exhibits Open Sunset Sail</p>	<p><b>Friday</b> Newport Excursions Produce Grower Tour Golf at Newport National Mansions Tour, Shopping, Spa Treatments</p>
--	---	--

**Register today to exhibit at the NEPC Produce & Floral Expo!**

- ▶ **ATTENDEES** Visit with your suppliers and view new products
- ▶ **EXHIBITORS** Have an opportunity to greet your current customers and meet with potential new customers
- ▶ **SPONSORS** Showcase your new products or services

For more information about exhibiting, attending or sponsoring,  
visit our website [www.newenglandproduce.com](http://www.newenglandproduce.com)  
or contact the NEPC Office at 781-273-0444 or [nepc2@rcn.com](mailto:nepc2@rcn.com)

to water but you can’t make it swim.” The same holds true with putting salad bars in school — just because they are there doesn’t mean the kids are going to use them.

DiSogra says salad bars encourage kids to try different fruits and vegetables they might not sample at home because they are seeing their friends and classmates eat them and they want to emulate them.

“It really motivates them to try new things and start to like fruits and vegetables,” she says. “Let’s say they have never had a red pepper, it’s easy for them to try and they start to like new foods and as they do, schools can integrate them into their menus.”

Cooper says providing salad bars is just one part of the process to get kids to eat healthier and that schools should put in place ways to teach children about their importance and make the salad bar experience fun. Maybe the school has a garden, maybe classwork can be geared around it.

“You have to have education to go along with it,” she says. “We pair the salad bars with nutritional education, we do rainbow days, we do tastings, and we make every child go through the salad bars so they get accustomed to seeing it.”

By offering a smorgasbord of healthy options, schools across our nation are doing their part in curbing the obesity epidemic through education and offered food, and helping First Lady Michelle Obama in her drive to get children practicing healthy eating habits that will last a lifetime.

“The First Lady is very influential in championing everything going on since she launched Let’s Move! in 2010, but in this space since that time the U.S.D.A. has put out new nutritional standards for all food served in schools,” says DiSogra. “There has been a tremendous push since 2010 to get healthy food in front of kids and create healthier school environments.”

**pb**





**PRODUCE  
FOODSERVICE  
PORTFOLIO**



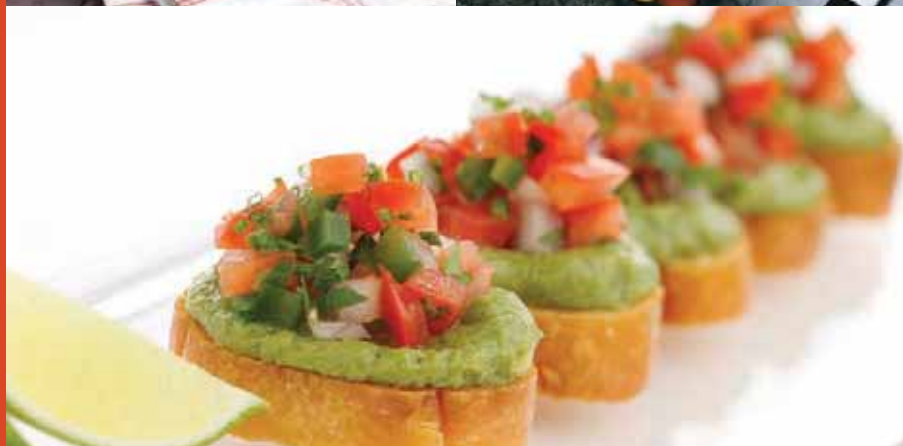
## 16<sup>th</sup> Annual PRODUCE BUSINESS Foodservice Portfolio

For foodservice distributors and wholesalers, the information that follows — recipes, tips and techniques, product availability, unique attributes, company contact information and much more — is perfectly designed to be passed down to operators.

For retailers, this information is ideal for your own prepared food operations.

Restaurant operations will also find it perfectly on the mark for everyday use.

The Sixteenth Annual PRODUCE BUSINESS Foodservice Portfolio is filled with fresh ideas for using fresh product. Use the portfolio often and wisely, and get valuable, fresh ideas to help make the foodservice market a growing part of your bottom line.



### SPONSORED BY



**DEL MONTE FRESH PRODUCE**  
Avocado and Pico de Gallo Snack



**DUDA FARM FRESH FOODS**  
Dandy® Celery and Cilantro Margarita  
Dandy® Celery Martini  
Dandy® Celery Juice Mojito



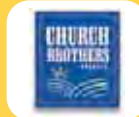
**GRIMMWAY FARMS**  
Grimmway Farms Carrot Chips or  
Biased-cut Carrot 2 lbs



**MANN PACKING COMPANY**  
Mann's Arcadian Harvest Emerald®  
Lettuces with Watermelon, Cucumber  
and Feta Cheese



**NATURIPE FARMS**  
Chilled Blueberry Soup



**CHURCH BROTHERS**  
Cascade Mix Green Salad



Del Monte® fresh-cut Pico de Gallo and Fresh Hass Avocado Pulp are best kept refrigerated at a temperature of 33 to 39°F. This will help maximize freshness and keep fresh produce at its peak of ripeness.

**UNIQUE ATTRIBUTES**

Del Monte® fresh-cut Pico de Gallo is made with 100 percent all natural, fresh ingredients that include red bell pepper, tomato, red onion, jalapeño, and cilantro. It is cut and prepared at one of nine strategically located fresh-cut facilities reducing safety issues and prep time for retailers and restaurants.

Del Monte® Fresh Hass Avocado Pulp is made with Hass avocados and has no additives or preservatives. It can be served as a healthy dip, act as a great spread substitute, or provide a recipe with a great ingredient base. With an extended shelf life, Hass Avocado Pulp reduces waste and prep time.

Del Monte Fresh Produce is committed to maintaining the highest food safety standards to ensure safe and wholesome products for all of customers. We practice HACCP- based programs, making sure that quality and food safety standards always exceed the most stringent requirements in the industry. It all comes back to food safety as we provide vertically integrated products and utilize tight incoming inspections at facilities. Our strong distribution capabilities and quality assurance programs ensure consistent and safe products.

**PRODUCT AVAILABILITY GUIDE**

Del Monte® Fresh Hass Avocado Pulp is available year-round and is found nationwide in select stores.

Del Monte® fresh-cut Pico de Gallo is available year-round with ingredients from different countries throughout the year. It is available in a

**AVOCADO AND PICO DE GALLO SNACK**

**Ingredients**

- Whole wheat baguette sliced 1 in. thick (Can also use large multi-grain crackers, saltines or pita chips)
- 8 oz Del Monte® fresh cut Pico de Gallo
- 8 oz Del Monte® Fresh Hass Avocado Pulp
- 1 Lime
- Salt and pepper
- Extra virgin olive oil

**Directions**

Cut baguette into slices, about 1 inch thick, and drizzle with olive oil. Toast slices and place on a plate. Spread Del Monte® Fresh Hass Avocado Pulp on bread and top with a spoonful of Pico de Gallo. Squeeze lime juice over slices and add salt and pepper to taste. Enjoy as a quick, fresh snack or an easy appetizer.

SERVES 8 TO 10

variety of sizes and is found in many retail, mass merchandise, and convenience store outlets nationwide.

**BUYING PRACTICES**

Retailers and restaurant operators should purchase the freshest product available. Buying Del Monte® fresh-cut products as frequently as possible throughout the week will help keep inventory fresh. It is also important to practice “first in first out” as far as usage. Planning ahead for any declines in business based on seasonal availability, weather conditions, and other factors should also be noted.



**DEL MONTE FRESH PRODUCE N.A., INC.**

P.O. Box 149222  
 Coral Gables, FL 33114  
 Tel: 1.800.950.3683  
 freshdelmonte.com  
 fruits.com





## Your Menu

Refresh your menu with our perfectly ripened avocados.

Whip up some delicious guacamole. Add avocado to liven up your burgers, salads and sandwiches. Del Monte avocados make everything better.





**DANDY® CELERY AND CILANTRO MARGARITA**

**Ingredients**

- 2 Sticks Dandy® Fresh-Cut Celery (one chopped, one not)
- ¼ cup cilantro leaves
- 2 oz silver tequila
- ½ oz fresh lime juice
- 3 oz sweet and sour
- 1 oz Triple Sec
- Kosher salt (for rim)
- Ice

**Directions**

Using a shaker, add cilantro, chopped Dandy® Celery and triple sec. Muddle together using a muddler or back of a spoon. Fill shaker with ice, add all remaining liquids. Cover and shake until flavors combine thoroughly. Rim a margarita glass with salt. Fill with ice and strain cocktail into glass. Garnish with remaining Dandy® Celery Stick & enjoy!

**DANDY® CELERY MARTINI**

**Ingredients**

- 2½ oz quality vodka
- ¾ oz olive juice
- ½ oz dry vermouth
- 1 tsp celery bitters
- 1 Stick Dandy® Fresh-Cut Celery
- Dandy® Celery Leaves
- Ice

**Directions**

Before-hand, freeze Dandy® Celery Leaves in a large ice-cube tray. Chill martini glass using ice and water. Using a shaker, fill with ice. Add all liquid ingredients. Shake liquid ingredients, until fully combined. Strain into cold martini glass. Garnish with Dandy® Celery Leave ice-cubes, and a Dandy® Celery Stick - Enjoy!

**DANDY® CELERY JUICE MOJITO**

**Ingredients**

- 1 Tbsp honey
- 1 Tbsp hot water
- 3 Leaves mint
- 2 oz celery juice from Dandy® Celery\*
- 1 Stick Dandy® Fresh-Cut Celery
- 1 oz quality rum
- 1 oz lime juice
- 2 oz club soda
- Ice

**Directions**

Pour honey and hot water into cocktail shaker and shake until honey is dissolved. Place mint leaves in shaker and use muddler (or wooden spoon) to gently twist mint leaves 5-6 times. You want the essential oils to release but you do not want to shred the leaves. Add rum, lime juice and ice cubes. Shake and pour into a tall Collins glass. Top with club soda and serve with a Dandy® Celery Stick.

*\*To make celery juice, take DANDY® celery and run it through a vegetable juicer.*

**LET'S TALK STALK**

- Uniform petioles means sticks yield more pieces per pound controlling food costs.
- A Naturally Sweeter and Crispier Variety
- Regional Production for Enhanced Quality
- Consistent Year Round Supply
- Washed and Ready to Serve
- 100% usable Product, Eliminating Waste
- Reduces Labor Cost
- Lower Freight and Storage Costs

With nearly 90 years of growing experience, Duda Farm Fresh Foods is the largest grower and processor of celery not only in the U.S., but globally. Our fresh-cut celery products are marketed under the Dandy® brand and sold and served in

retail and foodservice establishments throughout North America year round. Because of our continual investment in research and processing technologies, we proudly offer the most flavorful, color hardy and disease-resistant fresh-cut celery in the marketplace. Duda's Dandy® brand is the leading brand in fresh-cut celery sales and growing.

**SHELF LIFE**

Duda Farm Fresh Foods implements a variety of processes to ensure the fresh-cut celery has an extended shelf life. From seed selection to transplant, growing harvesting, processing and shipping Duda ensures best practices to deliver unmatched freshness and quality to customers nationwide.



**DUDA FARM FRESH FOODS**

1200 Duda Trail  
 Oviedo, FL 32762  
 Tel: 407.365.2111  
 Fax: 407.365.2147  
 dudafresh.com



VISIT US!

PMA FOODSERVICE  
CONFERENCE  
BOOTH #137

# DELIGHT

THEM  
WITH



LET'S TALK  
STALK



Duda Farm Fresh Foods

(866)792-DUDA

[www.dudafresh.com](http://www.dudafresh.com)

As a staple in the kitchen, you need fresh cut Dandy® celery in a variety of options to meet your menu needs. You also need a trusted supplier who understands that convenience and savings go a long way. That's why we provide a full line of fresh cut celery that is 100% usable, cutting your time as well as freight and storage costs. Start saving today!



Dandy Fresh Fruits  
& Vegetables



@Dandy\_Fresh



DudaFreshProduce



DandyFresh







DandyFreshProduce



**STORAGE AND HANDLING**

- Always refrigerate immediately — never break the “cold chain”
- Ideal storage temperature/ atmosphere: 32°F to 36°F; 98 to 100 percent relative humidity
- Store away from ethylene-producing fruits (apples, avocados and bananas)
- Whitening of peeled baby carrots is due to natural dryness; a quick ice water bath will freshen and restore color.

	<i>Carrot Chips</i>	<i>Zip Pack</i>
PORTION SIZE		SHELF LIFE
5 lb. bag yields twenty 4 oz. portions		24 Days
	<i>Crinkle-Cut Sliced Carrots</i>	<i>Zip Pack</i>
PORTION SIZE		SHELF LIFE
5 lb. bag yields twenty 4 oz. portions		24 Days
	<i>2\"</i>	<i>Zip Pack</i>
BAG SIZE		SHELF LIFE
25 - 50 lb. Poly		24 Days
	<i>1\"</i>	<i>Zip Pack</i>
BAG SIZE		SHELF LIFE
25 - 50 lb. Poly		24 Days

**GRIMMWAY FARMS CARROT CHIPS OR BIASED-CUT CARROT 2 LBS**

*Asian ingredients and dishes continue in popularity. This zesty preparation makes a tasty side dish that replaces the ubiquitous potato salad with sandwiches or soups. Add shrimp, chicken, pork or beef and you have a complete entree salad. It can be put together early in the day; ready to dish up in moments when the rush starts.*

**Ingredients**

- Fresh Asian noodles 2 lbs 4 oz
- 1 cup Dark soy sauce
- ½ cup Rice vinegar
- ¼ cup Sugar
- 8 cloves Garlic, chopped finely
- Finely chopped fresh ginger root ¾ oz (3 Tbsp)
- 3 Tbsp sesame seeds, toasted
- ½ Tbsp crushed red pepper
- ½ cup Asian (toasted) sesame oil
- Sliced green onion 12 oz (2 cups)
- 8 oz Fresh water chestnut\*, peeled, sliced
- Coarsely chopped fresh cilantro 1 oz (½ cup)
- Onion brushes 24 for garnish
- Cilantro sprigs 24 for garnish

**Directions**

Blanch carrot in salted, boiling water until just tender-crisp, about 3 minutes. Drain; refresh in ice water. Drain immediately; reserve.

Cook noodles in boiling water according to package directions until just tender, usually about 5 minutes. Drain; rinse with cold water. Drain; reserve.

Thoroughly mix soy sauce and next 6 ingredients; whisk in oil. Reserve.

Put carrot, noodles, and remaining ingredients into a large bowl; pour reserved dressing over mixture. Fold ingredients together until well distributed.

**Per Order**

Mound 1 cup salad on serving plate. Garnish with an onion brush and a cilantro sprig.

*\*Two, drained, 8-ounce cans may be substituted.*



**GRIMMWAY FARMS**

P.O. Box 81498  
Bakersfield, CA 93380  
Tel: 661.845.9435  
Fax: 661.845.9750  
grimmway.com



A glass of beer with a thick head of foam sits on a light blue surface. In the foreground, a dark grey skillet is filled with bright orange, roasted carrots, garnished with fresh green herbs. In the background, a white plate holds several white carrots, with a white ceramic spoon resting on top of them.

## Endless Versatility Carrots

*Perfect for all occasions.*

Today's more health conscious consumers are not only snacking on carrots, they are using carrots in creative ways incorporating them into every eating occasion.

**Carrots Sparkle!**

They have everything going for them-beautiful color, sweet taste, good texture, excellent plate coverage, and a terrific nutritional profile.



[www.grimmway.com](http://www.grimmway.com)

661.845.9435



Mann's Arcadian Harvest Emerald® is the first all green lettuce salad blend since chopped Romaine!

A blend of two green leaves, with a sweet crisp bite and a sophisticated leaf shape, make it ideal for today's upscale salads.

**FEATURES AND BENEFITS**

- Plate ready! Washed and ready to eat.
- Minimal preparation time.
- Single cut, once at the heart, eliminating the pinking often seen in chopped lettuces.
- The ALL lettuce blend provides a sweet and mild flavor profile of European lettuce varieties.
- Bright green finish more colorful than chopped Romaine.
- Multidimensional nature of leaves provides unmatched lift on the plate.



**YIELD AND APPLICATION**

- 1 oz serving of Arcadian Harvest Emerald® has the same plate coverage as 4 oz of chopped Romaine, providing attractive cost per serving.
- Fully mature lettuces, grown 60+ days are more robust than baby lettuces.
- Versatile for use in salads, wraps or sandwiches.
- Perfect for 'grab and go' salads that does not discolor like pre-cut lettuce.

**MANN'S ARCADIAN HARVEST EMERALD® LETTUCES WITH WATERMELON, CUCUMBER AND FETA CHEESE**

**Ingredients**

- 8 oz Mann's Arcadian Harvest Emerald Lettuces
- Flesh of 1 seedless watermelon, in 1" cubes
- 1 Small sweet white onion, 1/4" thick julienne
- 1 English cucumber, 1/4 " slices
- 4 oz feta cheese, crumbled

**Dressing Ingredients**

- 1 Clove garlic, minced
- 1 Shallot, minced
- ¼ Tbsp white balsamic vinegar
- 3 Tbsp honey
- 1 tsp ground black pepper
- 1 tsp salt
- 2 Tbsp parsley, chopped
- ½ cup first press California olive oil
- 1 Tbsp fresh lemon juice

**Make the Dressing**

In a small bowl, whisk all ingredients until well mixed. Serve immediately or refrigerate for up to 2 weeks. Vinaigrette may separate after sitting, so whisk vigorously again before using.

**Make the Salad**

In a large salad bowl, combine greens, watermelon and onion. Drizzle desired amount of dressing and toss. Serve onto 4 individual salad dishes. Crumble feta cheese over the top of each individual salad. Add freshly ground black pepper, as desired.

MAKES 4 SERVINGS

Recipe by: Chef Todd Fisher



**HANDLING INFORMATION**

- Refrigerate immediately upon delivery.
- Store at 34° F
  - Keep dry
  - Rotate first in, first out
  - Shelf Life: 16 days



**MANN PACKING COMPANY, INC.**

P.O. Box 690  
 Salinas, CA 93902  
 Tel: 831.422.7405  
 Fax: 831.422.5171  
[www.veggiesmadeeasy.com](http://www.veggiesmadeeasy.com)





# FRESH SALAD SOLUTIONS

Mann's Arcadian Harvest® premium fresh lettuces offer solutions for all your salad needs. Our blends are comprised of carefully selected varieties, cut *just* once in the field, washed and packaged, to provide a dazzling array of petite whole leaves that look—and taste—fresh from the garden.



Already an industry standard, Arcadian Harvest Classic® combines five varieties to create a striking mix of textures and colors, providing the perfect starring ingredient for any salad. This blend offers a mild flavor profile and works well with a wide variety of prep options. Classic effectively replaces and upstages spring mix with its superior shelf life and more portions per pound.



Mann's selected a rich, dark green variety and blended it with a contrasting lighter color leaf to produce the first new all-green blend in years. When you're looking for year round consistent green color, with tender leaves and just the right amount of crunch, this unique and minimally processed blend is for you. Emerald easily replaces chopped romaine, offering an upscale presentation for a lower cost per serving.



Breaking with conventional thinking that salads should be more green than red, we crafted this "heirloom style" blend around our newest petite leaf, red butter variety. We combined this rich-hued leaf with another distinctive red variety—and just a touch of green—to create a mix that is truly exceptional. Ruby is a perfect foundation for the most upscale salad and is popular for special events.





**UNIQUE ATTRIBUTES**

Given the multitude of uses, it is no surprise Naturipe berries are making their way onto menus where the use of a fresh berry was previously uncommon. Quick-service and fast-casual dining are showing interest in berries to add freshness, great taste and health to menus.

- Fresh berries are now found as a colorful topping on top-selling entrée salads in quick-service restaurants.
- Ready-to-Eat (RTE) blueberries are also available as a nutritious mix-in for on-the-go oatmeal at national quick-service restaurants and coffee chains.

• The latest parent-pleasing trend in fast-casual restaurants is serving a kid-sized assortment of sweet fresh berries to children upon seating.

• Using blueberries is easier than ever with Naturipe's RTE extended shelf life blueberries. This unique harvest-to-package system lengthens the shelf life of pre-washed fresh blueberries for up to three weeks (when properly refrigerated). This process ensures all blueberries are triple-inspected, washed and placed in modified-atmosphere packaging, producing a high-quality blueberry that is ready to serve. This FRESH line allows more restaurants to offer fresh, health favorable berries — previously thought impossible.

**PROMOTION**

Restaurants and foodservice operators can capitalize on the health benefits of berries by promoting dishes to customers:

- Blueberries offer great taste and convenience along with disease-fighting health benefits.
- One cup of fresh or frozen blueberries is only 70 calories and delivers 4 grams of fiber and 24% of the daily required vitamin C.
- They are a top source of disease-fighting antioxidants.
- Berries, including blueberries, raspberries, blackberries and strawberries, give the biggest

**CHILLED BLUEBERRY SOUP**

**Ingredients**

- 2 cups fresh blueberries
- 1 cup 100% apple juice
- 1½ cups plain low-fat yogurt
- 1 Tbsp honey
- ¼ tsp cinnamon
- Fresh mint leaves for garnish

**Directions**

Rinse blueberries and set aside a few garnishing; blend all ingredients in a food processor or a blender. Serve immediately. Garnish with mint leaves and blueberries, if desired.

SERVES 4

antioxidant bang for the buck compared with other fruits.

**TIPS**

Fresh berries add color, flavor and texture to any menu item.

Fresh berries will help:

- Increase profits
- Lower food costs
- Simplify BOH operations
- Increase perceived value of menu items
- Offer healthy, desirable menu choices
- Stay current with new menu trends
- Satisfy customer demand

Add berries to the menu year-round. Blueberries are easy to use. There's no cutting, peeling or pitting. Just give them a quick rinse and they're ready.

The versatility of blueberries goes far beyond snacking as they can be incorporated into any meal. Blueberries can go sweet or savory — experiment to combine them with different flavor profiles.



**NATURIFE FARMS LLC**  
 P.O. Box 4280  
 Salinas, CA 93912  
 Tel: 831.443.2358  
 sales@naturipefarms.com  
 naturipefarms.com





# NATURIPE

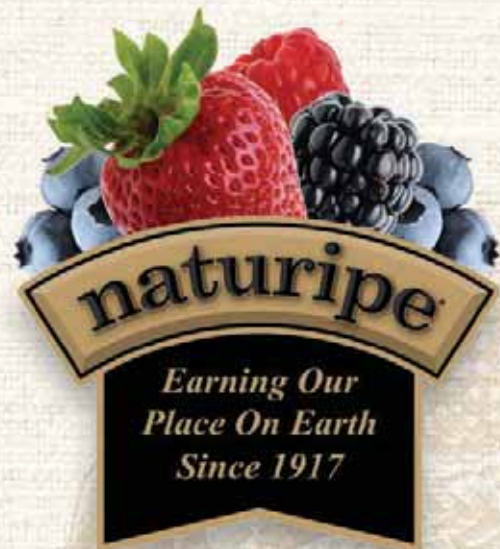
WHERE INNOVATION IS ALWAYS IN SEASON

FRESH • RTE • VALUE ADD  
DRIED INFUSED • PURÉES • JUICES  
CONCENTRATES • IQF FROZEN

Naturipe® delivers very unique advantages:

- One point-of-contact, streamlined procurement process
  - Deal directly with the growers
  - Proprietary varieties - including organics
    - Year-round availability
    - Safe, traceable fruit

Pick Naturipe to be your **Total Berry Solution!**



[www.naturipefarms.com](http://www.naturipefarms.com)  
[sales@naturipefarms.com](mailto:sales@naturipefarms.com)  
831.443.2362







**CHURCH BROTHERS**  
PRODUCE

# CASCADE MIX

Like it was grown in  
your own backyard

Church Brother's Cascade Mix is a great blend of green leaf and romaine heart leaves with a touch of radicchio. The radicchio delivers a mild bitterness to compliment the sweet and crunchy heart leaves. This tender blend is triple-washed and minimally processed, resulting in a delightfully rustic, homegrown appearance while providing the delicious combination of crunchy and juicy leaves.

**GROWING VALLE**

**Church Brothers, LLC**  
19065 PORTOLA DRIVE SUITE C - SALINAS, CA 93908 - 800.799.9475  
WWW.CHURCHBROTHERS.COM

**CASCADE MIX GREEN SALAD**

**Ingredients**

- 1 Bag of Church Brothers' Cascade Mix Green Salad
- 1½ cups Feta Cheese
- 24 Drained and rinsed pitted Kalamata olives
- 24 Grape tomatoes
- 1 cup red onion, sliced
- 24 Cucumber slices
- ¼ cup olive oil

SERVES 6-8

Church Brothers LLC is a leader in the produce industry, developing key innovations that are now essential to daily business. Among the most significant contributions are the first plate ice injection system, the first form, fill and seal machine in salad packaging, iceless broccoli, Teen Green™ Sandwich Leaves and appointment loading.

Church Brothers is a truly integrated supplier. We offer comprehensive services from seed to shelf; our most recent additions being CB Harvesting and CB Logistics. By directing our own Harvesting and Transportation companies, Church Brothers can offer customers security and consistency in a constantly changing marketplace.

Tom and Steve Church maintain the spirit of a family owned business, employing the core values of integrity, industriousness, innovation and improvement in developing a viable company to service the industry they grew up in.



**CHURCH BROTHERS**  
P.O. Box 509  
Salinas, CA 93902  
Tel: 800.799.9475  
churchbrothers.com





# Celebration!

A PBH ANNUAL EVENT

Saturday, Sept. 6, 6-11pm

**The Amaral Barn**

23616 Parker Road, Salinas, CA 93908

Join us as we Celebrate  
the support of our donors and friends  
in a relaxing country setting  
that is sure to rock!

# Country



# ROCK

FOR MORE INFORMATION CONTACT  
[Development@PBHFoundation.org](mailto:Development@PBHFoundation.org)



México



AMHPAC 's Annual Convention  
**Reinventing for the future**

August 28 & 29 · Barceló Grand Faro Los Cabos Hotel  
San Jose del Cabo, BCS, Mexico

Make your voice heard at the AMHPAC Member General Meeting - where our partners can express their comments or concerns about events affecting our industry and association. Please join us at our Annual Convention in San Jose del Cabo, BCS, Mexico. This year's event will be held on **August 28 - 29, 2014** at the Barceló Grand Faro Los Cabos Hotel.





**Dates:**

- Thursday August 28th  
**Members Meeting and Trade Show**
- Friday August 29th  
**Annual Convention and Trade Show**

• **There will be most of AMHPAC Growers in attendance at this year convention.**



• **In order to provide excellent value for those attending our convention, the hosting hotel is offering a special rate through AMHPAC.**

Get the most updated news, and technology on Protected Agriculture and Network with AMHPAC Growers



• Visit the website: [www.amhpac.org](http://www.amhpac.org) and click the event banner, where you will find the registration form.

**Call +52 (667) 715 5830 and 715 9868**

or send an email with your comments to [jmgaxiola@amhpac.org](mailto:jmgaxiola@amhpac.org)



**Get involved this August 28 & 29!**

**SAGARPA**  
SECRETARÍA DE AGRICULTURA,  
GANADERÍA, PESQUERÍA Y PESQUERÍA  
DESARROLLO RURAL (SEAGRIPEC)



**Financiera Nacional  
de Desarrollo**

*Agropecuaria, Rural, Forestal y Pesquera*  
El programa es público, ajeno a cualquier partido político.  
Queda prohibido el uso para fines distintos a los establecidos en el programa.

**syngenta**



**Pharr**



Gold



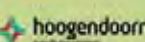
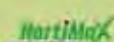
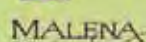
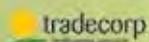
Silver



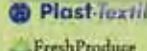
INTERNATIONAL PAPER



STOLZE



Bronze



# The Garlic Differential

With so many versatile uses, the vegetable is a classic ingredient for all ethnicities and typically on every shopping list. **BY JODEAN ROBBINS**



**G**arlic is a staple and growing category for most retailers. “Garlic is definitely a popular item,” says Richard Stiles, director of produce and floral for Redner’s Markets Inc. in Reading, PA, with 44 stores. “It appeals to all nationalities and ethnic groups. Just about anything being prepared uses it. There are so many health benefits and new recipes surfacing about garlic. We definitely see more of a sales increase within the past two to three years.”

“Garlic is important because it is used in many recipes but really has no substitutes,” says Bruce Klein, director of marketing for Maurice A. Auerbach, Inc. in Secaucus, NJ. “It is becoming more popular due to the health benefits. Garlic is profitable because it is an item not usually put on sale.”

Garlic’s true value lies in its ability to sell other items with it. “Garlic may not have the movement of apples, bananas or broccoli but it is a staple spice without substitute,” says Jim Provost, president of I Love Produce in Kelton, PA. “Many recipes call for added garlic with vegetables such as mushrooms, eggplant, spinach, green beans, potatoes, stir fries and greens. Garlic helps increase the palatability and consumption of many vegetables, tofu, meats and seafood.”

“We don’t necessarily make money on garlic, but we make money on the things that go with garlic,” says Stiles. “Garlic is the draw but it’s really about the things you can tie in to produce sales and gross profit margin. You increase profitability by tying it in with higher margin items.”

A little extra focus can help maximize garlic sales and increase ring on accompanying items. “Garlic is important to produce because it is consumed along with a variety of other produce items,” agrees Nick Pacia, president of AJ Trucco, Inc. in Bronx, NY. “Garlic is profitable because of its versatility. Retailers can increase their profitability through creative cross-merchandising and displays.”

“A lot of people are cooking with garlic these days,” says Steve Jarzombek, vice president of produce merchandising and procurement for Roundy’s Supermarkets Inc. in Milwaukee, WI, with approximately 166 stores. “If you offer great quality, you’ll sell more garlic.”

## Consider Alternative Promotions

Just because garlic is a staple doesn’t mean promotion won’t pay. “Most retailers are focused on big volume commodities when composing ad space,” says Provost of I Love

Produce. “But, garlic is a dependable ad item, because it’s available year-round.”

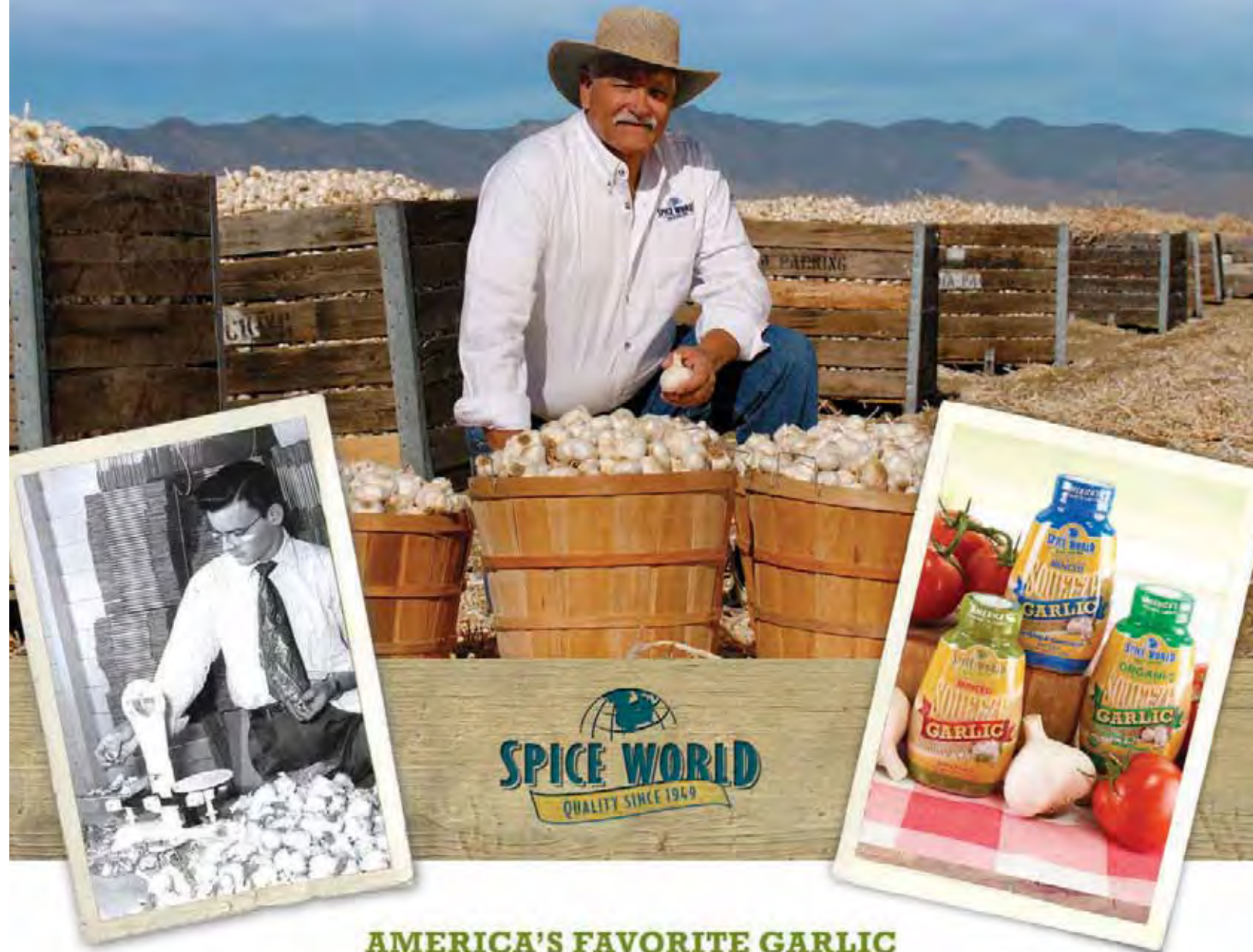
“Retailers should keep a stable price year-round but include two to three promotional prices during the year,” advises Pacia. “Also, they should offer different packages.”

Focusing on holiday promotions promises great rewards. “Our peak volumes almost always ship out right after harvest in August/September and through to the Christmas season,” explains Christopher of Christopher Ranch. “In the fall, we encourage retailers to order our garlic in a high-graphic Halloween display box and build a themed presentation around it. It’s a really inventive way to connect legendary stories about garlic with an otherwise overlooked holiday to boost sales.”

“Aside from our Halloween promotion, we also promote heavily during the world-famous Gilroy Garlic Festival,” adds Christopher. “My grandfather helped found the festival 35 years ago. At the end of July, we really push packaging featuring different garlic dishes and our status as the official garlic of the Gilroy Garlic Festival. Being associated with Gilroy and the Garlic Festival has been an incredible asset, and we encourage retailers, especially those on the West Coast, to promote garlic when the festival is



# CALIFORNIA GARLIC GROWERS



**AMERICA'S FAVORITE GARLIC**

USA Family-Owned since 1949

3 Generations Growing Garlic with Pride and Passion



## Visibility And Visual Appeal

**V**isible garlic displays lead to sales. “In general, the larger a display, the better the sales,” says Pacia. “Retailers looking to increase garlic sales should put garlic in a large visible display employing the use of cross-merchandising.”

“Fresh garlic is traditionally displayed right in the center of the floor near items such as onions and shallots,” says Ken Christopher, partner at Christopher Ranch in Gilroy, CA. “We currently offer high-graphic open display boxes that serve not only as a shipper, but also as a very attractive vessel for showcasing bulk garlic. Whole peel garlic, available in 6-ounce and 1-pound retail packs, should always be refrigerated.”

“Retailers can increase profitability of garlic by enlarging displays and using secondary locations,” says Klein. “The more space allocated to garlic the more a retailer will sell. Garlic is best kept in a cool and dry location of the produce department.”

Multiple merchandising points will

push sales. “Garlic should be visible at multi-points in produce,” emphasizes Stiles.

“The placement of garlic in a store can certainly help drive sales,” reports Michael Layous, sales and marketing for The Garlic Company in Bakersfield, CA. “Some retailers develop stand-alones to display the different packs of non-refrigerated garlic. Others choose to position garlic next to complementary food products. Some hang small bags of whole bulbs down the aisle. For peeled garlic requiring refrigeration, retailers can display the garlic with other value-added, fresh-cut vegetables or next to packaged herbs.”

Appearance of the display is crucial. “Maximize sales opportunities by making sure loose skins are removed from the display,” suggests Auerbach’s Klein. “A messy display will negatively affect sales.”

“We like to use super colossal as a size,” says Jarzombek. “And, our garlic must be jet white. It makes a big difference.”

**pb**

heavily advertised.”

Key events can also be used to link garlic sales to other items. “During key retail dates like the Super Bowl, we found customers are really drawn to garlic when cross-merchandised with avocados and tomatoes,” says Christopher. “It drives sales of all three items.”

“Garlic is a popular ingredient for dips,” offers Layous of The Garlic Company. “Think guacamole, salsas, and hummus. Accordingly, retailers can take advantage of increased garlic sales opportunities for the Super Bowl, Cinco de Mayo, the Fourth of July and other social events. Position garlic close to the entrance of the store along with tomatoes, avocados, onions, and tortilla chips. If the shoppers weren’t already thinking about making guacamole or salsa, their brains will certainly be tempted.”

Communicating with consumers builds sales even more. “To maximize marketing, use social media to promote garlic,” suggests Redner’s Stiles. “Getting recipes and nutritional information to customers drives sales. Garlic has many nutritional benefits, and

social media is an easy way to get the information out to customers.”

“In-store demos are a great way to promote garlic sales,” suggests Klein. “A stir-fry demo with other vegetables and garlic will draw a crowd just by the delicious smell alone.”

### Focus on Cross-Merchandising

As mentioned, the greatest value of garlic is its ability to sell other items. “Garlic should be tied in with other items as part of recipes,” states Stiles. “Garlic should be seen with tomatoes, potatoes and other veggies as well as fresh herbs. Also, you should have fresh garlic in the meat department. A lot of customers buy garlic after making a protein decision.”

“We cross-merchandise garlic with herbs or potted herbs and olive oil,” says Roundy’s Jarzombek. “It does really well.”

“It’s important to think out of the box,” advises Pacia. “Don’t just cross-merchandise garlic in Produce; you can put it in other places in the store. A basket of garlic can go in the meat section, near the Italian food



**CALIFORNIA**  
GARLIC GROWERS

**SPICE WORLD**  
QUALITY SINCE 1949

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

800.433.4979  
[www.SpiceWorldInc.com](http://www.SpiceWorldInc.com)



# GARLIC SHOWCASE

ALL *garlic* IS NOT  
CREATED *equal*



WILDMID FIRST  
**Christopher  
Ranch**



FOR MORE FLAVOR  
FACTS, GO TO

[WWW.CHRISTOPHERRANCH.COM](http://WWW.CHRISTOPHERRANCH.COM)



Organic & Conventional  
Fresh & Value-Added  
Loose, Packaged, Peeled, Roasted  
Chopped & Puree  
Shallots & Pearl Onions



Proud Suppliers of Produce From the USA and Around the World

610.869.4664 • [sales@ILoveProduce.com](mailto:sales@ILoveProduce.com) • [www.ILoveProduce.com](http://www.ILoveProduce.com)

Certified: All, BRC, GlobalGap, USDA/NOP Organic, HACCP, Kosher



SAVE THE DATE  
DECEMBER 2-4, 2014



FOR MORE INFORMATION:

PH: 212-426-2218  
[www.nyproduceshow.com](http://www.nyproduceshow.com)



CELEBRATING  
FRESH

**Auerpak**  
BRAND

For over 60 years  
Specializing in Garlic  
and Other Specialties

**Maurice A. Auerbach, Inc.**

Brand New State-of-the-Art Distribution Center

Paul Auerbach • Jeff Schwartz • Ian Zimmerman  
Bruce Klein • Jim Maguire • Josh Auerbach

201.807.9292

Fax: 201.807.9596

[www.auerpak.com](http://www.auerpak.com)

117 Seaview Drive, Secaucus, NJ 07094





**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

**“Garlic should be seen with tomatoes, potatoes and other veggies as well as fresh herbs. Also, you should have fresh garlic in the meat department. A lot of customers buy garlic after making a protein decision.”**

— Richard Stiles, *Redner's Markets*

section or in the Asian food section.”

“Garlic performs very well even outside of the produce department,” concurs Christopher. “When cross-merchandised with bread and pasta, garlic sales can really take off as it’s a key ingredient for many Italian dishes.”

“Garlic can be displayed in the fish or meat departments in a basket,” says Auerbach’s Klein. “Garlic can also be put in the grocery aisle with the canned tomatoes.”

**Provide Alternatives**

In addition to bulk garlic, alternative presentations are gaining momentum. “Ideally, bulk and packaged should be the main garlic display with other types complementing it,” says Pacia.

Provost reports, “We regularly sell our five-bulb garlic, five bulbs of colossal garlic in an 8-ounce net bag, in a range of 50 cents to 60 cents per unit. It gets great movement for 99 cents at retail — the retailer simultaneously cuts a healthy margin as well.”

Value-added forms continue to hold a niche. “Nowadays, more retailers are also offering peeled garlic,” says Layous of The Garlic Company. “Peeled garlic provides further convenience to the consumer. Roasted garlic is also gaining popularity. The roasted option allows garlic to be included in a dish in a smooth, mellow way. The shopper doesn’t need to be as concerned with the lingering smell long after the meal.”

“We see steady but sustainable growth in roasted and peeled garlic,” offers Christopher of Christopher Ranch. “More customers are looking for both convenience and quality, so our products line up perfectly with the marketplace. Our new 6-ounce roasted and peeled packs, in particular, have been some of our surprise leaders of growth.”

“Retailers are selling more peeled garlic

than years past,” reports Klein. “Shelf life has increased due to packaging, and the convenience of peeled product is a benefit.”

Novel garlic forms may also meet various customer needs. “New packaging is always coming,” reports Klein. “We have a vac-pack peeled product, which increases the shelf life for the retailer and end consumer.”

Christopher recently launched a new garlic squeeze bottle. “For customers or retailers preferring processed product, this offers a whole new level of convenience,” says Christopher. “It’s an exciting product looking to extend garlic’s traditional usage. With our squeeze package, garlic is treated more like a condiment, easily applied to any dish.”

Provost suggests another unique option. “Recent news reports say sprouting garlic has more antioxidants and good health properties than fresher bulbs,” he says. “Maybe retailers can offer ‘Sprouting Garlic’ to their customers to promote the health benefit and also give the industry a new outlet for off-grades. We are open for discussions on this potential.”

**Know Your Customer**

Ultimately, retailers must develop an optimal mix based on their customers. “We’ve found geography dictates consumer preference, and retailers should balance produce mix accordingly,” says Christopher. “For example in the Southeast, many consumers associate garlic with processed jars and as much as we’d like to convince potential customers to consume more fresh garlic, the culture isn’t going to change overnight.”

Christopher continues, “However, as a general rule of thumb, West Coast retailers should be a little heavier on the bulk garlic side and East Coast retailers should inventory more processed or packaged product. While preferences differ across the country, it’s important to offer garlic in all forms, as there is a distinct use for each. It’s very common for us to sell sleeve garlic, bulk garlic, peeled garlic, and jarred garlic to the same retailer.”

“It is important for retailers to offer garlic in a variety of forms,” agrees Layous. “Many shoppers will opt for different forms of garlic depending on their specific use. If time is not an issue, and the cook wants to capture the truest flavor, he/she will likely look for whole bulbs. If one desires true garlic flavor, but is short on time, the cook will likely prefer the convenience of already peeled garlic. And, if the shopper wants to simply add a hint of garlic flavor to the recipe and is short on time, minced or chopped garlic may be the option of choice.”

**pb**





**PEOPLE MAKE THE DIFFERENCE**

80 Getting To Know Hunts Point:  
The Produce Gem Of The Bronx

108 Loving Local

112 Navigating The Market

115 Finding Talent For Hunts Point

120 Savvy Chefs on the Hunt

123 Competition Raises Bar  
For Better Produce

140 Baldor Gives Back

147 FOODSERVICE PROFILE:  
The Four Seasons

149 FOODSERVICE PROFILE:  
Maialino

151 RETAIL PROFILE:  
Cherry Hill Gourmet Market

153 RETAIL PROFILE:  
Westside Market NYC



# Getting To Know Hunts Point: The Produce Gem Of The Bronx

AFTER 47 YEARS, THE MARKET CONTINUES TO SHINE WITH EXCEPTIONAL PRODUCE AND DEDICATED VENDORS.

BY KEITH LORIA



**M**ention the Hunts Point Produce Market and people throughout the Tri-State Area have a lot to say about the sprawling 113-acre distribution center situated in the South Bronx. For 47 years, it has been home to the largest quantity and greatest quality of fruits and vegetables, yet somehow people still have misconceptions about the place.

Some misconceptions are based on rumor, some on lure, but make no mistake, the 21st Century Hunts Point Produce Market is not the same infamous locale people imagine from the 1981 crime drama, *Fort Apache, The Bronx*; this thriving market is clean, safe and a real testament for doing things the right way.

“The federal government has invested billions of dollars in urban revitalization down here,” says Joel Fierman, president of Fierman Produce Exchange. “It’s a better and cleaner place to come. I think there needs to be a re-education about the Market and how it operates. It’s

2014. You come to the area and there are homes, people raising families, and charter schools in the area; it’s a friendlier, nicer community.”

The hub of New York’s produce trade is one of the most fascinating places in all of New York City. Produce arrives from 49 states and 55 countries almost on a daily basis. Over the course of a year, 2,200 railcars, 120,000 tractor-trailers and a million overnight buyers with small trucks and vans pay a visit.

“People don’t realize how important the Hunts Point Market is to the region and a lot of people take it for granted,” says Joe Palumbo, co-





## THE 2014 NEW YORK APPLE CROP

**WE'RE HALFWAY  
TO EVEN MORE  
AWESOME!**

The 2014 New York State apple crop is well on its way to another, even more awesome harvest.

While spring was late and chilly, May and June have warmed up nicely, creating ideal growing conditions as we've watched those blossoms become little green apples throughout orchards in every growing region of the state.

It won't be long until you and your customers can take your pick of our large, healthy harvest of all the favorite New York State apple varieties. Fresher, crisper, closer to you. That's our New York apple growers' commitment, and we make it happen through millions of local branches closer to you.

Photos courtesy of Mark Seetin, US Apple Association



[WWW.NYAPPLECOUNTRY.COM](http://WWW.NYAPPLECOUNTRY.COM)

Scan here to go to  
our Shipper Directory







Joel Fierman of Fierman Produce Exchange



Pamela Fierman of Fierman Produce Exchange



(L-R) Rob Goldstein, Daniel Delgado, Joe Kouten and Sal Tellez of Genpro



Harris Mercier of Fierman Produce Exchange



(L-R) John Tramutola, Thomas Tramutola and Thomas Tramutola, Jr. of A&J Produce



Joe Palumbo of Top Banana



(L-R) Valerie Denardo, A.J. Trucco Inc.; Sal Biondo, Market Basket; Cathy Moeller, A.J. Trucco, Inc.



Peter Pelosi of A&J Produce



Jeff Young of A&J Produce

president of the Market and chief executive of Top Banana LLC, which distributes a full line of tropicals to retailers and foodservice purveyors throughout the Northeast and as far west as Chicago. “If everyone knew what it takes from inception to the table — the plowing of the fields, the planting, the harvesting, and the road it takes to and from us — they would realize what an amazing place it is.”

Hunts Point generates more than \$2 billion

in sales annually, employs thousands of workers and helps to feed more than 25 million in the bustling Tri-State Area — thanks to more than 210 million crates of fruits and vegetables going out the doors each year.

Thomas Tramutola Jr., the next rising star from A&J Produce’s Tramutola family, sums up the philosophy of the market best: “If customers want the highest quality produce for the cheapest possible prices, they can come to the Market and will be very happy doing busi-

ness here. We offer some of the best brands and the best quality, and we work daily to keep the prices sharp.”

**Showing Love For the Market**

The hustle and bustle of Hunts Point seems to never slow down, and the people who work there have a fondness for the place that is hard to capture in words. It’s more than a place to work; it’s their second home.

“It’s the physical manifestation of an entire



# Perfection



## **Vision Produce Company**

Los Angeles • 213.622.4435  
Nogales • 520.223.8920  
Phoenix • 602.256.7783  
[www.visionproduceco.com](http://www.visionproduceco.com)



## **Vision Import Group**

New Jersey • 201.968.1190  
Texas • 956.843.6600  
Florida • 863.583.4970  
[www.visionimportgroup.com](http://www.visionimportgroup.com)  
[facebook.com/VisionImportGroup](https://facebook.com/VisionImportGroup)

“Your Direct Link to the Grower”

## NEW YORK MARKET PROFILE

industry that 40 firms and 40 families basically embody and live,” says Matthew D’Arrigo, vice president of D’Arrigo Bros. of New York, Inc. “We all started here in our teens and most of us don’t know how to do anything else. We love the industry. The unique components of the guesswork involved, never certain about supply, quality, demand, not sure about what’s coming in or out, and the great feeling of doing a good job and an honest job to survive.”

“It’s an exciting place to be and come to

work every day. I enjoy the fact a lot of people depend on this business for their livelihood. It’s a good feeling to have a business that does well for your own family and others as well,” says Cary Rubin, vice president of Rubin Bros. Produce Corp. “The businesses here all have very long relationships with growers that a general guy trying to buy on his own will not do as well, no matter how hard he tries.”

Many of the companies that operate at Hunts Point are second-, third-, fourth- or

“It’s an exciting place to be and come to work every day.

I enjoy the fact a lot of people depend on this business for their livelihood. It’s a good feeling to have a business that does well for your own family and others as well.”

— Cary Rubin,

Rubin Bros. Produce Corp.



Display Concord Foods’ Smoothie Mixes  
in the produce department to

Increase *Fruit* sales today!

Contact your Concord Foods’ broker or Concord Foods at 508-580-1700, ext. 319 (customerservice@concordfoods.com) to request a marketing package. Visit online at [www.concordfoods.com](http://www.concordfoods.com)



Cary and Marc Rubin of Rubin Bros.



Matthew D’Arrigo of D’Arrigo Bros.



# Call Lucky's!



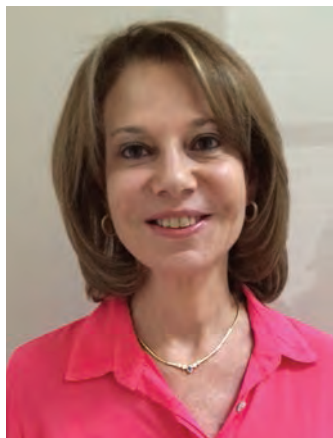
[sales@luckytomatoes.com](mailto:sales@luckytomatoes.com) • [www.luckytomatoes.com](http://www.luckytomatoes.com)  
New York • North Carolina • Florida



718.383.2580







Denise Goodman of M&R Tomato Distributors, Inc.



Michael Tambor of M&R Tomato Distributors, Inc.



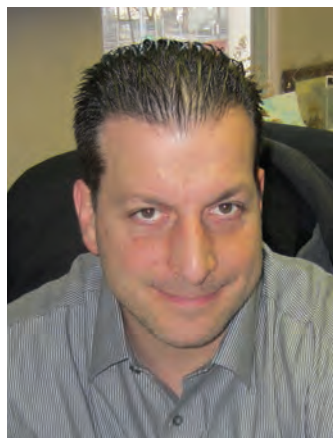
(L-R) Joe and Billy Fierman of Fierman Produce Exchange



Joe Randone of Fierman Produce Exchange



Paul Armata of E. Armata Fruit & Produce



Frank Schembri of E. Armata Fruit & Produce



Frank Mueller of E. Armata Fruit & Produce

even fifth-generational ownership. Family members grow up in the business and usually stick around.

“What I love about the Hunts Point Market is the history, the people, the pace, the relationships and the passion people have for the industry,” says Denise Goodman, co-owner of M&R Tomato Distributors, Inc., with her brother, Michael Tambor. “We know service is important, as is reliability, consistency, being respectful to people, and having a good product as well as variety of product.”

Sons, fathers, daughters, cousins, uncles, and even grandfathers work side by side in the offices while other family members, and friends of family, work everywhere from the warehouse to the sales floor to the management office.

“The families are part of what makes it all special,” says Pamela Fierman, vice president of marketing and business development at Fierman Produce Exchange, and daughter of president, Joel. “Our company is increasing exponentially, and we are opening new doors and increasing business in places we haven’t before. It’s an exciting time here.”

“It’s all about family,” says Thomas Tramu-



Ciro Porricelli of Jerry Porricelli Produce



(L-R) Chelsea and Chris Armata of E. Armata Fruit & Produce

tola, Jr. “That’s the backbone of this business and this industry as a whole and why it is so successful. Your bosses aren’t just your bosses; they are your grandfather, father, and your uncle . . . and it adds a winning dynamic that you might not see in most businesses.”

Unlike his brother, John Paul Tramutola of A&J Produce chooses not to be in the office. He works downstairs at the warehouse and is equally thrilled to be a part of the family business. “You can’t do this anywhere else; it’s

exciting, fast paced and constantly moving,” he says. “I got a taste of the Market young, started working at 16, and that was the end of that. The thrill of being here can’t be described sometimes.”

Ciro Porricelli, vice president of Jerry Porricelli Produce, which occupies a one-unit space on Row C, is part of the third generation of family management, along with his sister Angela Porricelli, who works on the administration side.



# FIERMAN

PRODUCE EXCHANGE INC

## In The Beginning



Joseph Fierman  
1898 — 1978

4<sup>th</sup> Generation Says Thank You!



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

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





Angela and Charlie DiMaggio of Fresco Produce

“To be successful you have to motivate the team. They are like a good baseball team. They work hard and get me through it. You only get out of this business what you put into it, and for us, that means our very best.”

— *Ciro Porricelli,*  
*Jerry Porricelli Produce*

“You spend a lot of hours here, and who else can you spend that much time with but family?” he asks. “To be successful you have to motivate the team. They are like a good baseball team. They work hard and get me through it. You only get out of this business what you put into it, and for us, that means our very best.”

That’s a philosophy expressed by many in the Market. “We handle the best fresh produce available in the world, and our facility reflects

how precious it must be handled for the sake of growers, distributors, customers and end-users alike,” says Paul Armata, vice president of E. Armata Fruit & Produce. “We aren’t looking to be the biggest and the best in how we do everything. We have new ideas and are thinking outside the box to make that happen.”

Charlie DiMaggio, owner of Fresco LLC, loves the diversity of the clientele and establishing close relationships. “Another thing I love is I am still learning every day; not one day

goes by when I don’t learn something new,” he says. “I love being aggressive on keeping a balance. We push when things need to be pushed and slow it down when it needs to be slowed down.”

Paul Manfre, general manager of buying and sales at Top Katz LLC, admits produce people are a “different breed,” but the one constant he has seen in his 35 years is the hard work and dedication of people in the industry.

“You walk down New York City streets and



# TARGET

INTERSTATE SYSTEMS INC.

Perishable Logistics

## AIM FOR THE BEST

- Transportation To and From All Points Nationwide • Expedited Truck Load & LTL Service
- Specializes In Strawberries with 5ft. Air Ride Equipment
- Inter Modal Service To and From the West Coast

### CUSTOMER SERVICE

- 24/7 Dispatch Operation
- Online Shipment Tracking, Proof of Deliveries & Invoicing
- Professional & Experienced Point of Contact Dispatchers
- Celebrating our 30th Year in the Hunts Point Marketing
- Easy access to rate quotes at [Targetinterstate.com](http://Targetinterstate.com)
- Automatic notification of pick up, in transit and delivery status updaters



[dispatch@targetinterstate.com](mailto:dispatch@targetinterstate.com)

24 HOUR DISPATCH

Customer Line 800.338.2743 • Toll Free Fax 800.422.4329 • [targetinterstate.com](http://targetinterstate.com)

33-A N.Y.C Terminal Market • Bronx, NY 10474

Orlando, FL • 877.318.2743 • Winter Haven, FL • 888.868.2743





*Jerry Porricelli*



*Carmela & Angelo Porricelli*



*Ciro & Angela Porricelli*

## **FAMILY TRADITION CARRIES ON CELEBRATING OUR 16TH ANNIVERSARY ON THE HUNTS POINT MARKET**

For three generations, the Porricelli family has taken pride in offering the finest quality produce. We continue to dedicate ourselves to providing the best customer service and value...  
from our family to yours.

Specializing in:

Fresh Herbs • Arugula • Basil • Dandelion • Radicchio • Corn  
Blueberries • Coriander • Plum Tomatoes • Sun Beauty Yams  
Little Bear Vegetables • Pontano Farms

**718-893-6000 • FAX: 718-893-0158**

**CIRO PORRICELLI • ANGELA PORRICELLI**  
342 ROW C, HUNTS POINT MARKET • BRONX, NY 10474



you can see the great displays of fruit and produce and that brings out the best in Manhattan. That all comes out of the hard work the people at the Market do every single day," he says. "People need to be here. The big asset here is walking down the Market and seeing everything in one place."

Undoubtedly, it's the people who make coming to the Market such an engaging experience. From porters, to those in the warehouse, to those on the floor — the personalities shine, which keeps things lively at all times.



Jim Renella of J. Renella Produce

**"FOR THE MOST VARIETY & THE BEST QUALITY!"**

**LBD PRODUCE INC.**

RHUBARB APPLES FIGS BLACKBERRIES TANGERINES GRAPEFRUIT  
EYDEWS APRICOTS ORANGES CHERRIES GRAPES PLUMS LEMONS  
ES KIWI FIGS STRAWBERRIES PEACHES NECTARINES CLEMENTINES  
ES BLUEBERRIES CANTALOUPE SPINACH CHERRIES RADICCHIO  
RANGES APRICOTS QUINCE CANARYS MUSHROOMS LETTUCE  
CYRINES GRAPEFRUIT HONEYDEWS LEMONS CASABAS

**226 NYC TERMINAL MARKET  
BRONX, NY  
(718)991-2100**



James Tramutola of A&J Produce

"This business changes every single day, and there's always something I didn't see before. I find that fascinating," says James Tramutola of A&J Produce. "It's so different than any other business imaginable. The personalities involved are the best part, and you really have to be a people person."

"I love the handshake understandings that we have between buyers and sellers," adds Jeff Young, a buyer at A&J Produce who has been in the business for 27 years. "I like to be able to negotiate over the phone a load of nectarines, a load of peaches, and I like to be able to make a transaction that could be worth thousands in a couple of minutes. I like the integrity aspect. People we deal with are stand-up guys and ladies."

One unique vendor at Hunts Point is Jim Renella, owner of J Renella Produce Inc., who sells only watermelon.

"My customers don't want anything but the best, so that's what we give them," he says. "The watermelon market is very strong, and I project good things ahead for the industry. If someone is looking for watermelon in New York, they know to come here to find the top stuff."





(L-R) Lenore Rios, Paul Manfre, Neil Mahadeo, Jimmy Corn and Jason Gelbaum of Top Katz LLC



(L-R) Angel Helck and Ira Nathel of Nathel & Nathel

### Change In Delivery

Ira Nathel, a partner in Nathel & Nathel, has worked in the produce industry for 35 years, and one of the biggest changes he has seen lately is people are willing to order produce online and pay for deliveries, rather than actually coming to the Market to shop around.

“We are supplying stores that aren’t coming into the market — Chico’s, Fine Fare Associated, Bravo Supermarkets — and that has been a growing part of our business,” he says. “We are delivering to them and they are willing to pay, but I still think nothing beats coming here and seeing and touching the produce first hand.

People just don’t have the time these days.”

Stefanie Katzman, a fourth-generation worker for S. Katzman Produce Company, says she loves that it’s a very personable business, and an increased focus on service has been the biggest change over the years.

“People can no longer afford to be out of

## A. GURDA PRODUCE FARMS

- Stand Up Bag – 2#, 3#, & 5#
- Conventional Pack
- Customized Labeling
- SQF & GAP Certified

Call Andrew Gurda  
**845-258-4422**  
[www.agurdaproduce.com](http://www.agurdaproduce.com)  
[agurda@optonline.net](mailto:agurda@optonline.net)  
Pine Island, NY

ONIONS

PACKED BY:  
A. GURDA PRODUCE CO., INC.  
MIDDLETOWN, NEW YORK 10940

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 pick us as their "go to" mushroom partner.

Equal Opportunity Employer

Giorgio Fresh Co. | 347 June Avenue, Blandon, PA 19510  
800.330.5711 | [www.giorgiofresh.com](http://www.giorgiofresh.com)





**IT'S A PERFECT FIT...**



**NOW AVAILABLE**







# FOR DECADES

*"We've earned our reputation by providing high quality merchandise and excellent service to our customers for over 60 years."*



*Cary Rubin*



*Marc Rubin*



(718) 589-3200 • Fax: (718) 589-6544 • rubinbros.com  
 147-148, 269-270, 272-274 • NYC Terminal Market, Bronx, NY 10474

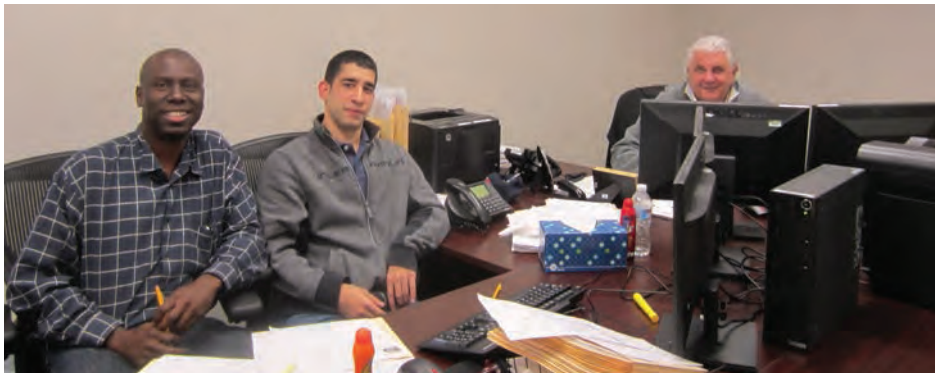


**NEW YORK MARKET PROFILE**

their stores, so we are doing more with delivery,” she says. “Customers don’t mind paying the extra dollar for top-notch quality and personal service. While we have always oriented on it, now it’s a focus.”

**Improvements Abound**

This past year, the Hunts Point Produce Market reached agreement on a seven-year lease to remain in the Bronx until at least 2021, with a 10-year option to renew. As part of the seven-year agreement to keep Hunts Point in



(L-R) Torry Riggan, Joey Andreani and Pete Napolitano of S. Katzman Produce

**TOP KATZ LLC**

Representing the finest shippers & receivers from coast to coast

**Consolidations  
Partial & Full Loads**

**WE BUY RIGHT & LOAD RIGHT, SO YOU GET IT RIGHT!**

Specializing in a variety of fruits and vegetables from around the country and around the world

**718-861-1933  
Fax: 718-861-9011  
424 NYC  
Terminal Market  
Bronx, NY 10474**



(L-R) Mario Andreani and Stefanie Katzman of S. Katzman Produce

**TOP KATZ WEST**

**Nogales, AZ 520-281-8301**



Steve Katzman of S. Katzman Produce

Load Consultation Buying and Brokerage Service.

**WE OFFER IN AND OUT INSPECTION,  
Your Insurance for Produce Quality Assurance.**

[www.topkatz.com](http://www.topkatz.com)



**EXCLUSIVE DISTRIBUTOR FOR BLOOM FRESH  
PREMIUM PRODUCE PRODUCTS**

New York, the city agreed to kick in \$1.5 million annually in betterments.

“We have seven projects on the drawing board for improvements, and the city has agreed to accommodate us for \$1.5 million a year or \$10.5 million over the 7-year period to refurbish areas of the market that are in dire need of attention,” says Myra Gordon, executive administrative director for Hunts Point Market. “We are working to ensure we make the Market the best we can as long as it’s our home.”





**TOP**

*“Strik-ly the Best!”*

**BANANA**

**WHOLESALE DEALER IN FRESH PRODUCE**

**Plus a Full Line of Tropicals**

**718-328-6700 • Fax 718-378-1591**

*Sales: Joe Palumbo • Darek Kuras • Daniel Imwalle  
Charles Lo Guidice • Mark Miller • John Bower*

**BANANAS • PINEAPPLES • PLANTAINS**

**DEL MONTE GOLD PINEAPPLE**

**DOLE GOLDEN PINEAPPLE**

413-420 Row D, Hunts Point Market, Bronx, NY 10474





Andrew Roy of S. Katzman Produce



Andrew Brantley of S. Katzman Produce



(L-R) John Guerra and Scottie Moore of S. Katzman Produce

The first signs of renovation are already being seen, and things are moving swiftly.

“It’s nice to see improvements, and we have a few game plans on what to do,” says Palumbo of Top Banana. “The board sat down and made a priority list, and we’re going to hack away at it. We’ll work on paving, lighting and our railroad issues. We’ll also listen to our maintenance director and see what makes the most sense.”

**Rail Improvements**

The Hunts Point Produce Market is serviced by rail via CSX Transportation’s Oak Point yard, with nearly 2,700 rail cars coming in each year. Rail plays a vital role in the success of operators, providing an inexpensive method of delivering produce for long hauls and cross-country trips.

When it first opened in 1967, the railroad was a major asset of the Market as it helped to

move freight quickly throughout the state, but currently, rail cars and trucks share unloading docks, which causes conflicts.

For example, when the railroad makes an inbound delivery of produce by rail to a business in Building A today, it disrupts the rear dock activity of all other businesses in that row, regardless of whether those other companies take rail deliveries or not. To keep from blocking the railroad right-of-way, any nearby

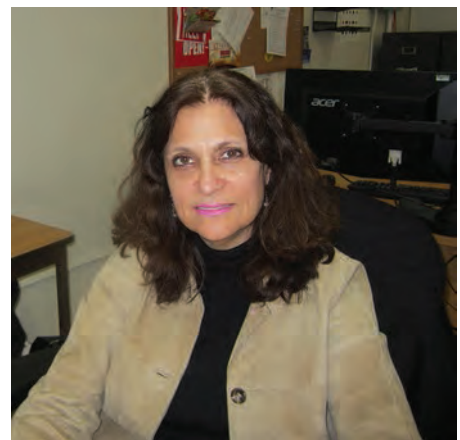
**1893 – 2014**

For more than a century we have provided uninterrupted service to our Shippers and Buyers. It is a record of which we are justly proud. At Hunts Point as on the Washington Market we are constantly striving to live up to the traditions of our Founding Fathers. We believe, as they did, in the sound future of the Fresh Fruit and Vegetable Industry.

**ROBT. T. COCHRAN & CO. INC.**  
 Handling all Domestic Fruits & Vegetables - Imports - Exports  
 408 - 412 N.Y. CITY TERM. MKT. BRONX, N.Y. 10474 PHONE: 718-991-2340



Myra Gordon of Hunts Point Produce Market Co-Op Association



Dena Solis of S. Katzman Produce



# FRESH FIGS

CALIMYRNA  
BLACK MISSION  
BROWN TURKEY  
KADOTA



FROM  
**CALIFORNIA**

AVAILABLE NOW THRU OCTOBER



Importers | Distributors | Wholesalers

A.J. Trucco, Inc. Bronx NY 10474 [www.truccodirect.com](http://www.truccodirect.com) 718.893.3060





(L-R) Danielle, Randy, Lori, Edith, Helene, Dennis and Jamie of LBD Produce

trucks or trailers need to relocate.

Gordon says thanks to a \$10 million federal grant awarded in 2012, the rail is being updated to include an entirely new system for loading and unloading rail cars within the market, and consequently the problem is expected to subside.

“We are doing a \$21 million project with money from the city and grants to redo the rails, from Row B to Row A, adding a transfer platform at the back of the market, which is important for all of us who breathe the air outside,” she says. “We are going to have room for 32 trailers at any one time, so it won’t inter-



Guy Buonomo of LBD Produce



Lori and Michael Hirsch of LBD Produce

# M & R TOMATO DISTRIBUTORS, INC.

Ph: 718.589.8500  
Fax: 718.893.2643  
151 NYC Terminal Market  
Bronx, New York 10474  
[www.mrtomatodistr.com](http://www.mrtomatodistr.com)

**M & R TRADING COMPANY, INC.**  
718.991.5002  
309 NYC Terminal Market, Bronx, New York 10474

“We are always striving to do different things and are negotiating with the city for a cross-docking shed to get trains in the back. It will get the trains behind some of the houses making the loading process easier and more convenient, so we are all looking forward to that.”

— Joe Palumbo,  
Top Banana

ferre with the rail. We will have ingress and egress capabilities, so people won’t have to leave the market to come back in.”

With the new lease now signed, work on the railroad is expected to be fast-tracked.

“We are always striving to do different things and are negotiating with the city for a cross-docking shed to get trains in the back,” says Palumbo. “It will get the trains behind some of the houses making the loading process easier and more convenient, so we are all looking forward to that.”

The money will be targeted for additional sorting and storage rail tracks, rehabilitating





(L-R) Tim Wydmyer, Bianca (Candy) Maldonado, Dave Cohen, Lance Dichter, Dan Ward, Enzo Correnti and Dylan Myer of LD Logistics

“We wouldn’t be where we are today if it weren’t for Hunts Point. We will always save business for the Market. We go to the Market every night and pull at least a trailer out if not more.”

— Lenny Montalbano,  
Peter’s Fruit Company

the rail spurs serving three of the market’s warehouses, and installing a covered platform on an existing rail spur within the market.

### The Customers’ Voices

Of course, the Hunts Point Market would be nothing without the thousands of people who flock to it each day to help fill their stands, stores and restaurants with the finest produce in the country.

“We wouldn’t be where we are today if it weren’t for Hunts Point,” says Lenny Montalbano, one of the owners of the third-generation Peter’s Fruit Company, Yaphank, NY, which serves as direct buyers, receivers and distributors of quality, fresh produce servicing Long Island. “We will always save business for the Market. We go to the Market every night and pull at least a trailer out if not more.”

Thanks to its efforts, the inventory is always stocked. “It’s easy to replenish our supply if we’re waiting for shipments, so we can supply our customers better,” says Montalbano. “The chefs and stores in New York don’t want to hear we don’t have it. They don’t want ‘no’ for an answer. We need to be able to get them what they want; when they want it.”

More than most markets, New York has a tremendous amount of smaller and independent supermarkets. Hunts Point serves as a

warehouse and educational venue for them.

“The name of the game is consistency, so when buyers don’t have product or run short, they come to Hunts Point,” says Thomas Tramutola, Jr. “Growers also rely on us to take product. They know they have an outlet. We don’t hold product that long to repack anything. We’re a volume house, and we try to treat everyone fairly.

“We want our customers to do well, so they continue to come back and shop here,” he adds. “It’s not about one good sale, or making

**QUALITY AND SERVICE  
YOU CAN DEPEND ON  
EVERY MILE OF THE WAY**



Rest assured that LD Logistics will make sure all of your produce arrives as scheduled and with the quality you expect.

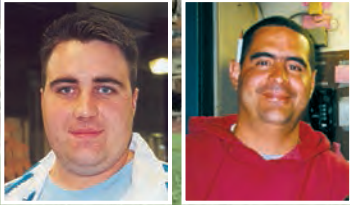
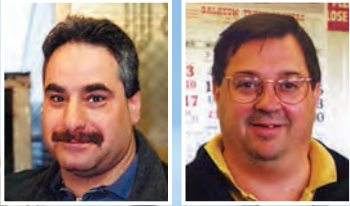
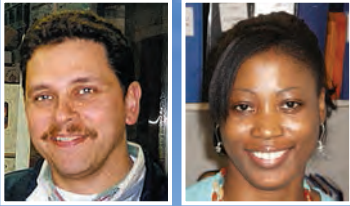


128A Row A - New York City Terminal Market  
Bronx, New York 10474

Toll Free: 866.841.6892 • Main: 718.378.5540



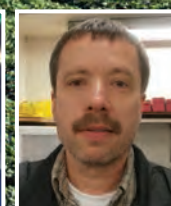
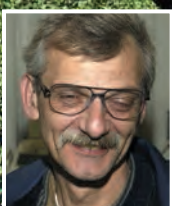
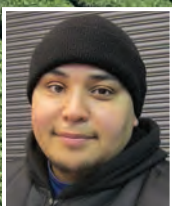
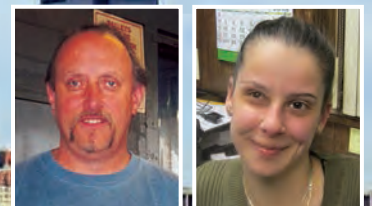
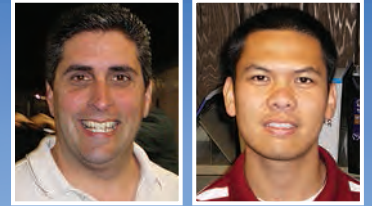
# Fresh... ...Like It's From Our Own Backyard







800-223-8080 • 718-991-5900  
www.darrigony.com







(L-R) Angel Helck, Jessica D'Orazio, Daria Johnson, Ira Nathel, Maria Miranda, Wanda Lopez, Yvette Martinez, Jennifer Mannine, Janine DeLorme, and Scott Ferrara of Nathel & Nathel



(L-R) Miriam Salaberrios, Nakeia Grier, Christin Sherman, Christine Sherman and Johanna Mata-Diaz of Morris Okun



Mark Tannhauser of Morris Okun



Michael Morello of Morris Okun



Tom Cignarella of Morris Okun



Yvonne Sepulveda of Morris Okun

money on a single product, it's the big picture we think of. If our customers are able to make a good markup, and sell quality produce, then we know we will see them again to sell more stuff, and that is our goal — consistency through selling quality product.”

Vision Import Group, based in River Edge, NJ, distributes Havana pineapples, Havana limes, Van Gogh mangos, Mojito limes, Mr.

Squeeze lemons and limes — just to name a few of their brands and products.

“The education we received from Hunts Point has helped define us,” says Ronnie Cohen, a partner in the company. “It provided a great base for what we’ve done over the past few years. Working at and dealing with Hunts Point is an invaluable experience.”

Mike Cochran, sales for Robt. T. Cochran

& Co. Inc., says if customers want to save money, there is a great opportunity if they shop in the Market to do that.

“You’re not going to get these deals anywhere else,” he says. “There’s healthy competition from almost 40 vendors, and customers can use that for their advantage to not only get the best quality product, but at the best possible price. It’s hard to do that from



**“You can go into any of these big box stores and buy oranges or buy lettuce, but you can only buy that brand on that particular day at that price. You come to Hunts Point, and you will find 20 different brands at 20 different price points and 10 different quality levels.”**

— Joel Fierman,  
Fierman Produce Exchange

some of the other substitutes out there.”

Joel Fierman wants to re-introduce people to the Market as he says some have become too enthralled with places that aren't really giving them what they want.

“You can go into any of these big box stores and buy oranges or buy lettuce, but you can only buy that brand on that particular day at that price,” he says. “You come to Hunts Point, and you will find 20 different brands at 20 different price points and 10 different quality levels. Depending on what your use is, your eyes, nose, and touch will play a role in what you buy. That’s being a smart businessman.”

**News From the Market**

The companies that are the bread and

butter of the Hunts Point Produce Market do a lot to keep their facilities looking good and

their companies primed for growth. This means investing in the latest and greatest technology, rewarding employees with promotions and keeping their offices updated.

“We just did a major renovation on Row A where we now have 10 units, and it encompasses everything we want to do for the future,” says Armata. “Signing the lease for seven years made for a very positive outlook for us, and we believe in this market and the future of it.”

The upgrading was done on three units Armata purchased in 2012 and included the



Yvonne Calzadilla of Coosemans New York



Andres Sanchez of Coosemans New York

718-589-5000 • Fax 646-401-7525 • 258 - 259 Row B  
New York City Terminal Market Bronx, New York 10474  
info@FresCoNy.com • www.FresCoNy.com



(L-R) Howard Ginsberg, John Stewart, Sal Vacca and Nick Pacia of A.J. Trucco, Inc.

installation of state-of-the-art refrigeration and real-time inventory control.

At Top Banana, Palumbo says the company invested in new ripening rooms as the company prides itself on keeping things looking clean and up-to-date.

René Gosselin, operations manager for Coosemans New York Inc., says the company was on the ground floor of food safety certification and that is an avenue he's continuing to focus on as more customers are asking for it.

"You have to ensure that the facilities are maintained in a certain way to protect and preserve the product. It's important," he says. "I'm glad we started with this in 2007, and we have been maintaining and keeping everything up-to-date. We've been concentrating on keeping up with our facilities; we've been recertified again with HACCP, updating our computer and phone systems. It's key to not only have a top-notch product but to present it in a top notch way. Having that tells our



Vito Cangialosi of A.J. Trucco, Inc.

**INTRODUCING**

**RED & SWEET**

**PREMIUM-SEEDLESS**

J. Renella Produce Inc.  
351 NYC Terminal Market  
Bronx, NY 10474

SIZE
3
4
5

PRODUCE OF  
 U.S.A.  
 MEXICO

**NEW YORK'S #1 WATERMELON**

*Exclusive New York Distributor*

**J. RENELLA PRODUCE, INC.**  
**718.991.4210**

Unit 351C Hunts Point Terminal Market  
Bronx, NY 10474



(L-R) Sal Biondo of Market Basket and Tony Biondo of A.J. Trucco, Inc.

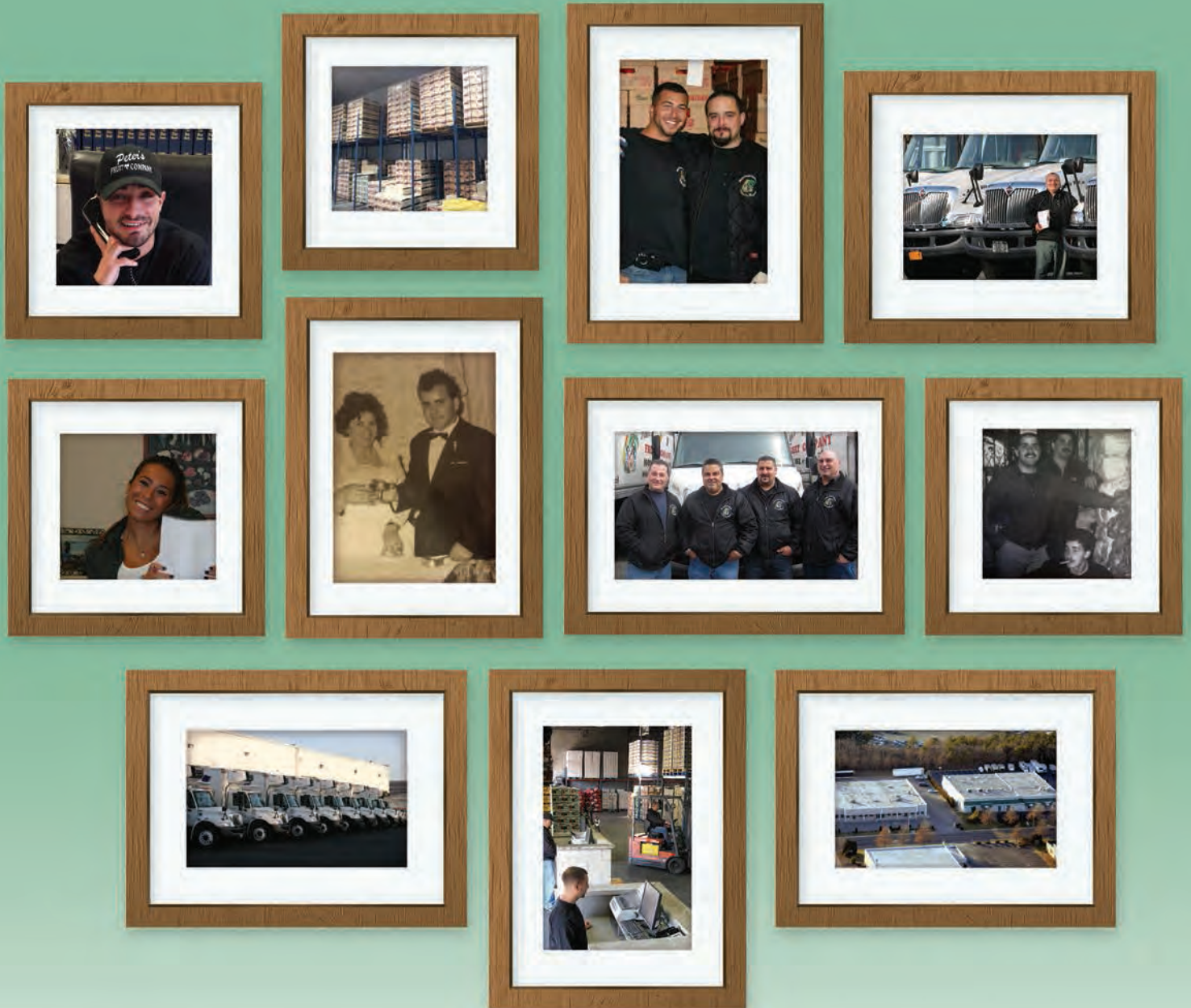
customers we are responsible and want to ensure the safety of our product before they are getting it."

The big news for A&J Produce, Thomas Tramutola, Jr. says, is the company has switched over its computer system to Produce Pro, making the tracking of shipping, inventories and sales much easier.

"This business is one of the only businesses where millions of dollars can change hands



# *A Portrait of Our Family Tradition & Pride*



## *Three Generations Providing Top Quality Produce*

For three generations, Peter's Fruit Company has been one of the leading direct buyers, receivers and distributors of quality, fresh produce servicing Long Island. The four brothers of the Montalbano family have built Peter's Fruit Company on providing outstanding quality, exceptional value and first rate customer service, that is totally dedicated to the needs of our customers. Our spacious modern headquarters have state-of-the-art refrigeration equipment with temperature control sensors to ensure freshness to our customers. The Montalbano family insists on the highest standards throughout the organization and we invite you to visit our facility at any time.

**Telephone: (631) 924-0300 • Fax: (631)924-1043**

**Visit us at our website [petersfruit.com](http://petersfruit.com)**

## Planned Rail Siding Upgrades And Transfer Dock Will Increase Efficiency And Safety At Hunts Point

By Bill Martin

**R**ail upgrades on the Hunts Point Produce Market over the next year are being made for more efficient service and to improve safety, according to two board members of the Hunts Point Terminal Cooperative Association. The project includes replacing rail sidings on rows A, B, and C at the Bronx, NY-based market, as well as building a rail transfer dock. The work is expected to be completed by July 2015.

According to Matthew D'Arrigo, the first vice president of the Co-Op Board and vice president of D'Arrigo Bros. Co. of New York, Inc., and Joel Fierman, president of Fierman Produce Exchange Inc., the plan is being funded by a combination of federal monies involving a federal grant and the city of New York amounting to around \$21 million.

According to D'Arrigo, Row B will receive the initial upgrade, which he describes as "a complete re-hab. It will be a whole new set of tracks and a new sub surface [of materials]. The tracks have settled over the years."

D'Arrigo notes the track replacements will be completed first as a safety issue and are receiving priority. This will result in the doors of

the rail cars being even with the docks and rail cars no longer tilting.

Also part of the project is building a rail transfer dock for cross docking produce delivered to the market. D'Arrigo says the platform will be open with a roof for cover. It features a "saw tooth" design on the opposite side of the dock from the tracks, allowing trucks to back up to the dock at an angle.

Fierman says the transfer dock will accommodate approximately eight rail cars at one time. Although he doesn't see the transfer dock increasing rail volume on the market, "...it will make it easier to facilitate the unloading of rail cars."

Myra Gordon, executive director of the Cooperative, says the market receives 2,500 to 3,000 railcars annually.

At LD Logistics LLC, located on Hunts Point, general manager Lance Ditcher says his truck brokerage uses rail for about 5 percent of his truck brokerage's business.

"The rail upgrades will benefit the wholesalers here and will hopefully increase the transportation business all around," says Ditcher. "Every day is a challenge for us to find enough trucks, even

during the slower part of the seasons. Not only does our company arrange eastbound loads, but we also handle westbound refrigerated freight out of Pennsylvania to California.

At Target Interstate Systems Inc., president Paul Kazan says his Hunts Point truck brokerage occasionally arranges loads of onions out of the Northwest for shipment by rail, but when using rails, Target does so with refrigerated piggyback trailers and not refrigerated boxcars.

"Hunts Point was not built to handle today's volume. It was built to handle 40-foot trailers and cab-over trucks. Now they have 53-foot trailers [and conventional trucks]," states Kazan.

Easing the congestion and inefficiencies of rail traffic into and out of Hunts Point should speed up unloading of hardier produce items such as potatoes and onions, which are often shipped via rail. The new cross-docking area will also cut down on inefficiencies in bringing product from one platform to the other for customized orders to retailers, foodservice distributors and other buyers throughout the New York Metro area. **pb**

**"This business is one of the only businesses where millions of dollars can change hands without upfront payment or contracts. Deals are made through long-standing relationships, and through an honor system industrywide. The shoppers and vendors have a relationship with us, and we will do the best we possibly can for all of the parties."**

— Thomas Tramutola, Jr.,  
A&J Produce

without upfront payment or contracts," he says. "Deals are made through long-standing relationships, and through an honor system industrywide. The shoppers and vendors have a relationship with us, and we will do the best we possibly can for all of the parties."

Morris Okun Inc., one of the oldest tomato re-packers in the industry, added two new principals in 2014, welcoming company stalwarts Thomas Cignarella (president) and Louis Getzelman (vice president) to the fold as owners. Looking ahead, the company plans to increase its food safety initiatives and continue making improvements to its facility.

"Every day is a different day here, and it can be your first or your last, you never know," says Roni Okun, director of the company. "I love the intensity and vibration of this Market."

D'Arrigo Bros. dipped its toes in more of the tropical produce, selling plantains for the first time and getting closer to becoming what D'Arrigo calls "a true full-line."

Nick Pacia, president of A.J. Trucco, Inc., is excited to announce this summer the company is launching a domestic blueberry program for the first time. "We currently import blueberries from Argentina and Chile, and we are happy to offer our customers an additional



Roni Okun of Morris Okun

supply of blueberries during June and July," says Pacia. "We are also working to expand this program to include blueberries from other regions such as Michigan, Canada and Peru."

The company also created for the first time a pineapple program for 2014, importing pineapples from Costa Rica over the past couple of months with great success. It plans to expand this program in the future with opportunities to add organic pineapples to the line as well. **pb**



# **R** **BEST** PRODUCE INC.



***Brand New State-of-the-Art Facility  
To Proudly Serve You!***



**Conventional | Tropicals | Organics | Locally Grown | In-Store Merchandising**

***We Strive to Serve You* **R** **BEST!****

When you handle the **BEST** product you earn the **BEST** profits!

At **R BEST** we are dedicated to delivering results!

We are committed to serving premium quality produce from brands you know and trust because we believe *Quality Doesn't Cost... It Pays!*

Servicing Areas:

Connecticut, Eastern Pennsylvania, New York (Bronx, Brooklyn, Manhattan, Queens, Staten Island, Nassau County, Suffolk County)  
New Jersey, Massachusetts, and Rhode Island.

99 Seaview Blvd. | Port Washington, NY 11050 | Phone: (516) 705-0800

www.RBEST.com | Email: ContactUs@RBEST.com





# Loving Local

HUNTS POINT PRODUCE MARKET EMBRACES THE POPULAR TREND TO ACCOMMODATE ITS CUSTOMERS AND TO MEET CONSUMER DEMAND.

BY KEITH LORIA



In the 21st Century earth-friendly world that we live in, there has been a growing consumer desire to purchase local produce as terms such as “farm-to-table” and “locally sourced” have become part of our vernacular.

“Lately, there has been strong consumer demand for locally grown products, and it is important for us to address this demand,” says Nick Pacia, president of A.J. Trucco Inc. “At our company, we are working to increase the amount of locally grown produce we offer. We are now offering blueberries from New Jersey, and we plan to offer additional locally grown products as well.”

Charlie DiMaggio, president of Fresco LLC, says it’s hard to survive in the produce business today without having some local presence.

“It’s a term that people want to hear. They

like to support their local state or neighboring state, and by using local you’re keeping product as fresh as possible,” he says. “Depending on the time of the year, if you can pull a product out of New York, why would you want to pull it out of Florida and have the transit costs in addition to losing days of freshness in the process?”

It’s rare to find a vendor at Hunts Point who is not thinking local these days.

“It is very important to work with local growers and to work with anyone in the produce industry in the U.S., rather than outsourcing,” says Roni Okun, director of Morris Okun Inc. “We support all local farmers and growers, because if they grow, we grow as a company.”

Many companies have strengthened efforts to work with local growers, and others are

going out of their way to ensure the food produced in nearby Long Island or upstate New York is being delivered.

Ira Nathel, co-owner of Nathel & Nathel, agrees that it’s definitely what the trade wants. “We are wholesalers, and we need to sell what customers want to buy. That means if they want to buy local romaine, we have to source local romaine,” he says. “If you go back 25 years, no one really cared. Now everyone cares. It’s not always easy. For some of the local produce, we will pick it up from the farmers ourselves because they don’t have a lot of transportation options nor the volume to make it worth the trip here.”

James Tramutola of A&J Produce says the company supports local farms big-time. “We sell lots of upstate apples and Jersey peaches, as well as other vegetables grown nearby,” he



THE WORLD'S GOLD STANDARD OF PRODUCE



# S. Katzman Produce Katzman Berry Corp.



S. Katzman Fruit Division • Katzman Specialties

**DELIVERIES MADE BY OUR FLEET OF REFRIGERATED TRUCKS**

153-157 Row A, 460-465 Row B, 423-428 Row D • Hunts Point Produce Market • Bronx, NY 10474

BERRY DIVISION

VEGETABLE DIVISION

FRUIT DIVISION

WATERMELON DIVISION

SPECIALTY DIVISION

718-991-4700

[WWW.KATZMANPRODUCE.COM](http://WWW.KATZMANPRODUCE.COM)



says. “We consider local anything picked and shipped within a 12-hour radius. A lot of people don’t like to consider Canadian stuff local, but we do, and it gives customers a second tier product as far as quality.”

Denise Goodman, co-owner of M&R Tomato Distributors, Inc., says the company has always worked with local growers, and while she thinks “local” is an overused term today, it’s an important one.

**Marketing Matters**

Peter Pelosi of A&J Produce notes you can’t go into a grocery store without seeing signs promoting local farms and local product.

“Sometimes you will see the pictures of the



**Baldor Looking Out For Local**

**M**ichael Muzyk, president of Baldor Specialty Foods, has long been a part of New York’s local movement, working closely with then-Senator Hillary Clinton on ways to better help the state’s growers.

“I worked with her on her Farm to Fork initiative, which was very important to her,” says Muzyk. “Ultimately, California is a 52-week growing season, New York not so much, so we worked on ways to take advantage of a shorter growing season.”

Muzyk is a firm believer that local should have a higher traditional value, and people should care more about their carbon footprints. One way he would like to see New York become smarter about selling local foods is to have a logo and name of the farm on every single box that is sold.

“If you ever look at a Sunkist box, they have their name and story on one side and I want to do that in New York state,” he says. “Then you can get \$2 to \$3 more and give it back to the farmer.”

He would also like to see better infrastructure and more farms working together, rather than competing over limited buyers.

“For those who have their stuff together, I will go out of my way to get my truck to them and will buy tremendous amounts of their stuff,” he says. “I will help farmers get their product to places they aren’t getting to. I put more trucks in Manhattan than FedEx, I know how to move around the city, and I would rather see them invest in a packing house than have them compete against each other.”

**pb**



(L-R) Mike and Richard Cochran of Robert T. Cochran & Co.



actual farmers and their stories. It’s definitely something we are at the apex of, as people are well aware of local now,” he says. “Going forward, I think we will be transitioning into GMOs (genetically modified organisms), and that type of labeling on packaged salads, because people want to know if what they are eating has been genetically modified. People care about where their produce comes from today — more than ever before.”

Matthew D’Arrigo, vice president of D’Arrigo Bros. of New York, Inc., says anyone who

wants to do business with him at the market is welcome, and holds out the welcome flag for local growers.

“It’s a fashion, in style and overall a good thing. We get New York apples, not Michigan, because they don’t need to come to Hunts Point, but it’s not all that easy,” he says. “Local needs to organize themselves and get into some sort of co-op — be a player. To an extent, they can be a viable supplier, but they need to stand on their own two feet and become a player.”

**pb**



# Eli & Ali's



# Elevate Your Appetite



# Organic & Specialty Produce

718-389-2100

[www.eliandali.com](http://www.eliandali.com)





# Navigating The Market

VENDORS GIVE FIRST-TIMERS AN IDEA OF HOW TO ATTACK THE MARKET AND HOW TO BUILD BUSINESS RELATIONSHIPS ON THE SALES FLOOR.

BY KEITH LORIA



It's easy to think of the Hunts Point Produce Market and its 40 customer-friendly vendors as “the few who feed the many,” as many restaurants, retail stores, produce markets, fruit carts and other produce-specific businesses are fueled by fruits and vegetables purchased at the sprawling 113-acre distribution center in the South Bronx.

“If people want a way to save money by buying the best quality, affordable, competitively priced produce, then shopping at the Hunts Point Market is a great opportunity to do that — people are not going to find these deals anywhere else on a consistent basis,” says Thomas Tramutola Jr. of A&J Produce. “We have a healthy competition from vendors, and the customer base can use that to their advantage, to not only get the best quality product, but at the best possible price. It is hard to do that through some of the other outlets in the industry.”

Although it's open to everyone, the size and scope of the place can be a little intimidating, so there are some pointers that everyone should be aware of. The way it works is that wholesale business operations occur within

four main buildings operating on Rows A through Row D of the Market with all produce dealings occurring along the platform floors, which run parallel to one another.

Jeff Young, a buyer at A&J Produce Corp., says the best way to conquer any fears of the Market is to simply walk around and talk with everyone. “You have all these independent retailers, purveyors, foodservice people, and this is a big, dynamic, integrated market with 40 major firms, so you need to do it right,” he says. “Once you've seen everyone's merchandise and talked with people, you should choose the 3 or 4 who you would like to do business with on a regular basis, because let's face it, you're not going to be able to find the pricing on every item from every company — so you need to narrow your scope.”

Myra Gordon, executive director of the Hunts Point Cooperative Market, says a great place for anyone to start is with the Market directory available on its website ([huntspoint-producemkt.com](http://huntspoint-producemkt.com)).

“One can get familiar with some of the vendors and gauge who sells what, the size of each business, and understand a little before

coming down here,” she says. “Once here, customers will find people they like and establish honest relationships and built trust with companies.”

Cary Rubin, vice president of Rubin Bros. Produce Corp., understands that if someone has never shopped the Market, it's going to be intimidating.

“To walk in blind is not the easiest thing to do,” he says. “What we've done is try to be customer-friendly and have employees who will take the time to talk with you and help you through it all. Myra [Gordon] will walk any customer in and show them around. It's a great environment here.”

Like most companies, Rubin has seen the number of customers who call about product rise in recent years, but he always stresses the importance of the open market and the value that walking around and seeing the produce first-hand can provide.

“From a credit point of view, we have a trade association that will facilitate the process of getting them credit around the market, which allows them to get established in the market easier,” says Rubin. “We have a great public



# Details Matter

“It’s worth waiting  
to get things right.”  
Steve Jobs



Wholesale Produce Since 1926

Offering a Full Line of Fruits and Vegetables.

718.589.7700 • FAX: 718.589.0797

WWW.MORRISOKUN.COM • UNITS 205 - 220, 429 - 433 NEW YORK CITY TERMINAL MARKET • BRONX, NEW YORK 10474





(L-R) Ralph Communale and Eric Mitchnick of E. Armata Fruit & Produce



John Acompora of E. Armata Fruit & Produce



Officer Poole of Hunts Point Security



(L-R) Paul and Evan Kazan of Target

safety department that we have nurtured over the years and it's become a really safe environment to come and work in and operate in."

Pamela Fierman, vice president of marketing and business development at Fierman Produce Exchange, says she has been impressed with the way the Market has been getting their name out there more and explaining to the public what they can do. "I think there has been a skewed impression of what people do here over the years, and it's time to fix that inaccuracy," she says. "Through PR, marketing and talking with people at produce shows, customers are getting an increased knowledge of what's happening here now."

Joel Fierman, president of Fierman Produce Exchange, tells restaurants to send their chefs down to the Market because that's how they will get the freshest product available.

"We have the best produce here than probably anywhere in the United States," he says. "This is a full-blown distribution center, and people need to come down here to experience it and take advantage of it all. When chefs do, they will have a better restaurant and more satisfied customers."

### Bringing People Back

There was a time in the Market's history when customers would come in droves, but that's no longer the case and many companies are working not only to get new customers in, but to appeal to those old companies and get them to return.

"The key to reaching out to customers, both old and new, is in making personal visits and letting them know they are appreciated and valued," says Roni Okun, director of Morris Okun Inc. "Maintaining the consistency of the quality of our product is therefore very important as well."

Paul Amarta, vice president of E. Armata, notes thinking out of the box and showing



customers that companies understand the challenges of a 2014 environment will help cultivate relationships and capture those who may have left.

Denise Goodman, co-owner of M&R Tomato Distributors, Inc., with her brother Michael Tambor, agrees putting the customer first is vital for success.

"Service is as important as it's ever been, as is being reliable, consistent and respectful to people," she says. "Having a good product and a variety of product helps, but it's the people end of this business that will get people wanting to come back time and time again."

Nick Pacia, president of A.J. Trucco Inc., believes taking the personal approach will entice customers to return. "I love interacting with our customers. It is great to speak with

them when they come to our storefront and hear how they are doing," he says. "Also, being able to get first-hand feedback about our products is always valued, because it helps us improve our business and the way we operate. It has to be a two-way conversation."

Paul Manfre, general manager of buying and sales at Top Katz LLC, feels technology has kept some customers away, because 90 percent of his orders are coming in by email and text today.

"It's hard to get the excitement into an email," he says. "They want photos of the produce but you can't get the same kind of feel for something with a photo. The big asset of being here is walking down the market and seeing everything in one place — finding exactly what's best for you." **pb**





# Finding Talent For Hunts Point

VENDORS DISCUSS WHAT THEY LOOK FOR IN NEW RECRUITS TO UPHOLD THE MARKET'S REPUTATION.

BY KEITH LORIA



Lisa Vogl of M&R Tomato

One of the most special things about the Hunts Point Produce Market is the companies are very loyal to their own employees, with most businesses operating as second, third and even fourth generations. A large number of employees are either family members, close friends of family, or sons and daughters of those who have worked at the Market for decades.

Joe Palumbo, chief executive of Top Banana, welcomed many next-generation employees to his company as it has grown the past few years, rarely having to go outside of his trusted network. For those who have grown up in the business, they want to be a part of it.

"We don't hire anyone to fire, we hire for them to retire," he says. "When we take people out of college, they may start as a porter, become a foreman and then become a night-time salesperson. To be successful here you have to like food, dealing with people and an

environment that's ever-changing."

Matthew D'Arrigo, vice president of D'Arrigo Bros. of New York, Inc., understands he's not going to find someone with an MBA wanting to come in to sell broccoli from 9 p.m. to 8 a.m., so certain positions are hard to fill with those not familiar with the Market.

"We have 8,000 people come in every day who understand this business, so you ask around about their sons, schoolmates of their sons, and find the kids of the old timers who know this business," he says. "It's very much the traditional generational approach. It's hard to go out and headhunt for a lot of these positions. If you're not familiar with the goings-on, there could be lots of barriers."

Ira Nathel, a partner in Nathel & Nathel, takes the old-fashioned approach of hiring family or friends and regularly promotes from within.

"A guy who comes to work for us as a 20-year-old, we'll start on the dock, then he'll rise to a store man, then checker on the door,

foreman and finally salesman. He learns the business from the ground up," he says. "Even when we hire a trucker, they need to be a porter here first and learn to pull orders so they know the product and how to put the skid together. They need to see how it all works."

Stefanie Katzman, a fourth-generation worker for S. Katzman Produce, is among the new breed of thinkers at the Market, bringing a novel approach to finding and hiring workers.

With a continued growth spurt of business in the past few years, S. Katzman Produce looked outside of the Market to find new talent, even enlisting the help of an outside consultant. The requirements are simple: People need not apply if they don't have heart, desire and a passion for going far in the industry.

"We are looking outside of the produce industry and that's something that would have been unheard of by many of these companies a few years ago, and even still is in some cases. We're checking Monster.com, going through

*Wholesalers to the Produce Industry Since 1922*

**NATHEL & NATHEL**



BRONX, NEW YORK  
PRODUCE OF U.S.A.



*Directly from the farm...to your table*



**Ira Nathel**  
**[Ira@nnproduce.net](mailto:Ira@nnproduce.net)**

**Sheldon Nathel**  
**[Sheldon@nnproduce.net](mailto:Sheldon@nnproduce.net)**

**Tel: 718.991.6050 • Fax: 718.378.1378**

**357 Row C, NYC Terminal Market, Bronx, NY 10474**

**[www.nnproduce.net](http://www.nnproduce.net)**



*“Focused on two principles:  
Communication and Performance”*



# NATHEL

## INTERNATIONAL

Growing Relationships For Over 90 Years

Paul Newstead  
pnewstead@nathelintl.com  
856-780-4007

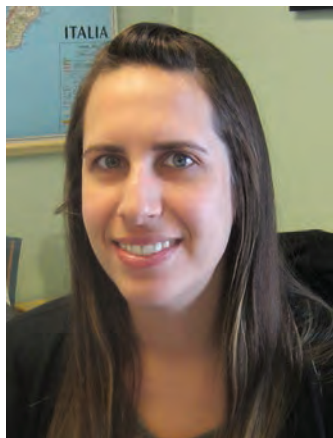
Tony Harmon  
tharmon@nathelintl.com  
856-780-4008

Sheldon Nathel  
sheldon@nnproduce.net  
718-991-6050

Dirk Winkelmann  
dwinkelmann@nathelintl.com  
559-553-2030

Bobby Abate  
babate@nathelintl.com  
856-780-4006

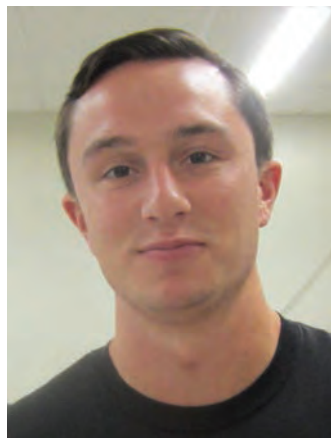




Sasha LoPresti of A.J. Trucco, Inc.



Steve Koster of E. Armata Fruit & Produce



Joe Pelosi of S. Katzman Produce



(L-R) Angela DiMaggio and Liz Vega of Fresco Produce

headhunters and looking for bright, passionate people to work with," says Katzman. "We're looking for workers for our warehouse, new salespeople, and we're adding to our accounting and analysts. We're not going to pigeonhole ourselves to just our industry."

A recent new hire with S. Katzman Produce was Andrew Roy, a so-called "outsider" who joined the business early this year and is the manager. Roy spends his days sitting next to the company's general manager Mario Andreani and is tasked with learning everything he can from the industry vet and applying it to the next generation of workers.

"I am in charge of designing standards and procedures for new employees as we are trying to inform a new generation of what this company is going to be, and find that next generation of people to learn from the people who have been here — those who have built the business over the past 30 years," says Roy. "I was a friend of a friend who kind of got really lucky finding this position. I've done a lot of recruiting and training from a corporate level and there seemed to be a really good fit for me here."

Over his first six months at Hunts Point, Roy has seen the stares and heard the whispers, and understands that he needs to prove his worth to be considered "one of us" by the people who grew up in the industry.

"I am not trying to change them, but trying to find out what they know and maybe make it a little different to add out-of-the-box thinkers from different industries and different areas," he says. "Bringing someone like me on board shows Stefanie is thinking about the future and is ready to take the company in an unexpected — yet great — direction."

Every new hire at the company, regardless of position, from porters to management, now goes through a new training program Katzman has instituted, and even current employees are



(L-R) Stefanie Katzman and Andrew Roy of S. Katzman Produce

taking part to ensure everyone is on the same page.

Joel Fierman, president of Fierman Produce Exchange, is on a constant hunt for talent, and had experimented with a number of methods over the years — some to detriment, some to profitability.

"We'll bring in friends or friends who can't find a job after college and put them to work, but 90 percent of the time, they fail. But those 10 percent that do make it and learn the business, they will be here forever," he says. "If you want to come work here, studying agriculture is the best thing, but marketing is playing more of a role and those that are more tech savvy. To work here, you can't think you know it all. The market changes, produce changes and things are constantly in flux. You need to really want it to make it work."

Nick Pacia, president of A.J. Trucco Inc., believes being proactive in searching for new employees is important, and that starts with going straight to the colleges and tapping into the younger generation.



(L-R) Joe Fierman and Dana Taback of Fierman Produce Exchange

"Also, we need to update the way we operate. The younger generation is highly focused on technology. To attract them and keep their focus, we have to make sure we modernize the way we do business," says Pacia. "There is a ton of potential in the produce industry with marketing, given the rise in popularity of social media, in food safety, and other areas, which provide members of the younger generation with plenty of growth opportunity."

Jeff Young, fruit buyer at A&J. Produce Corp., has seen more companies lately drawing upon those from outside the industry and thinks it could have positive effects.

"For those families without that next generation, I think recruiting sharp, college-educated people who show an interest in produce is a savvy move," says Young. "Bringing in more educated people who might look at things a little differently and have fresh ideas is not a bad thing. If they can work the parameters of the market — the long hours and dealing with many people — they can make a positive difference."

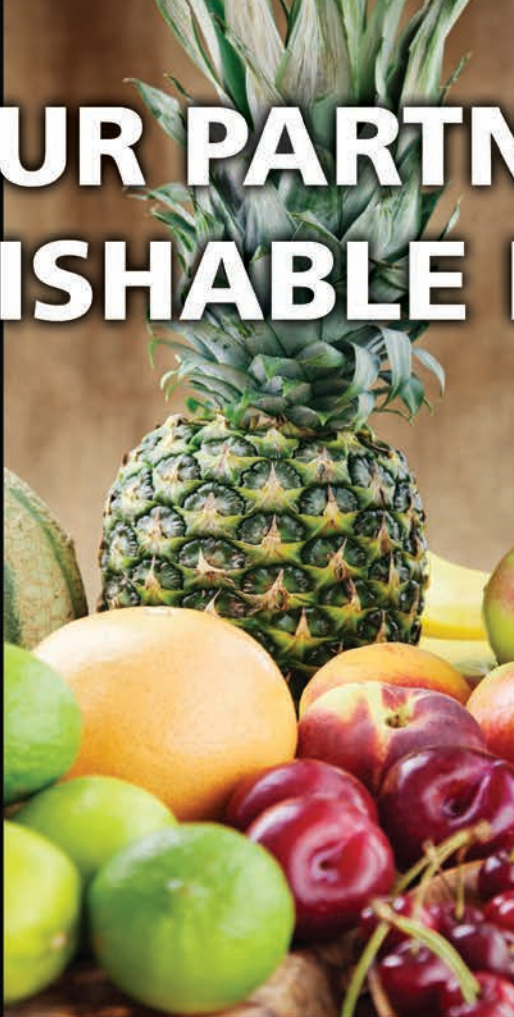
pb



# YOUR PARTNER IN PERISHABLE FOODS



**PRIVATE LABEL**



**24/7 RETAIL SUPPORT SYSTEM**



**FRESH-CUTS**



**FLORAL**



**ORGANICS**



**OVER 125,000 SQUARE FEET TO SERVE YOU**



**RLB FOOD**  
DISTRIBUTORS



PH: 973-575-9526 • [www.rlbfood.com](http://www.rlbfood.com) • FAX: 973-575-1019





# Savvy Chefs On The Hunt

TWO OF NEW YORK'S WORKING CULINARIANS FIND VALUE AT THE HUNTS POINT PRODUCE MARKET.

BY KEITH LORIA



PHOTO COURTESY OF TRIOMPHE RESTAURANT

As the head chef of the S Prime Steakhouse on Long Island City, **JOEL REISS** brings more than 30 years experience to the kitchen, having worked beside David Burke, Terrance Brennan, and some of the best chefs and restaurateurs in the world.

“Working for guys like that, they teach you how to do things the right way, looking for the best product, the obscure product, and scouring through places like the Hunts Point Produce Market for the things you need,” says Reiss. “It’s mostly about technique and how to prepare the product in the best technique possible.”

His first big break came while manning the salad station of a restaurant at 17, and the chef handling the grill failed to come to work. The sous chef at the time convinced the head chef to give Reiss a shot, and the position became his permanently.

He went on to receive his bachelors degree in restaurant management and culinary arts from Johnson & Wales University in Providence, RI. Then he began an impressive series of top positions at hot spots like Park Avenue Cafe, Smith and Wollensky, Maloney & Porcelli and Artisanal Bistro.

“I love the creativity and being able to create new things every day,” he says. “It’s my kitchen — my show — and I get to do what I want. There’s nothing better.”

Reiss also served on the organizational and development team for the



Chef Joel Reiss

PHOTO COURTESY OF CHEF JOEL REISS



# THE SOURCE FOR SPECIALTY PRODUCE IN NEW YORK

**COOSEMANS NEW YORK, INC.**



**OUR EXPERT TEAM OF KNOWLEDGEABLE  
SALES PROFESSIONALS IS HERE TO SERVE YOU.**



**Specialty Produce is Our Business**

242-244 & 249 Row B • New York City Terminal Market • Hunts Point, Bronx, NY 10474

Phone: (718) 328-3060 • Fax: (718) 842-6545

[info@coosemansnewyork.com](mailto:info@coosemansnewyork.com)

Visit Our Website: [www.coosemans.com](http://www.coosemans.com)





hugely successful Hawaiian Tropic Zone restaurants in New York and Las Vegas. But it's New York where he has left his biggest mark.

"New York is the best of the best. Everyone comes here at one point in their career, and it's a place where you can do anything or be anything in this field," he says. "You can create any type of cuisine and have a great experience here."

With S Prime, located at 35-16 36th Street, the restaurant's owners, Larry Cerullo and Steve Tallides (part of the S Hospitality Group), gave the Queens-born chef an opportunity to return home.

S Prime's menu focuses on steaks, which are organic and dry-aged on the premises, but also features a wide selection of seafood.

"S Prime is a steakhouse where everything is created to be the best. I try to create a great experience and will never say 'no' to a customer," he says. "If you order a tomato mozzarella salad, I make the mozzarella to order, and I try to find the best tomatoes I can find to serve with that dish."

That's where the Hunts Point Produce Market comes in. Reiss regularly heads to the Bronx after leaving the restaurant late at night to find the best produce possible.

"I love that you get to see new product and find the freshest produce that's out there," he says. "I really shop. You can compare prices and quality and you're looking at the best of the best."

When asked about his food philosophy, Reiss sums it up: "I try to keep it simple and fresh. I try to buy the best product and present it in the best way possible."

**CHEF FLORIAN WEHRLI** was born in Le Locle, Switzerland, in the Jura Mountains and discovered a love for the kitchen at the tender age of 2, when his mother gave him a potato to peel.

As he got older, his love for cooking grew. He did a culinary apprenticeship with renowned Chef Georges Wenger at his two-star Michelin restaurant in Le Noirmont, Switzerland, and finished his apprenticeship at Chez Georges Wenger hotel and restaurant, winning the best Apprentice of Switzerland in 1997.

Eventually, he would find his way to the Big Apple where he completed an 18-month internship at The Mark Hotel in New York City. It was here he met renowned Chef Jean-Louis Palladin, who recruited him as chef saucier for his restaurant in Times Square, Palladin in 1999.

Over the next 15 years, he would work at top restaurants in Las Vegas and Colorado, and earlier this year was persuaded to return to midtown Manhattan to head the French-American restaurant, Triomphe.

"We offer French American cuisine with a seasonal and healthy twist," says Wehrli. "We strive for our guests to leave having had a pleasant and



Chef Florian Wehrli

PHOTO COURTESY OF CHEF FLORIAN WEHRLI

satisfying experience while trying something new and unique. Simplicity with flavor is what we look for."

Wehrli often turns to the Market for produce — especially limes, which is the key ingredient in many of the drinks at the Lantern's Keep, the craft cocktail lounge for Triomphe.

"We use an abundance of limes, both specific in quality and size, and Hunts Point can accommodate this," he says. "My team and I purchase products from Baldor and various vendors in the Market on a daily basis as the extensive market gives us the opportunity to source very specific items from trusted sources."

Wehrli has worked all over the world including top restaurants in Colorado, Las Vegas, NV and Switzerland, and he's very appreciative to have an outlet of the quality and size of Hunts Point at his disposal.

"My experiences there have always been positive. The flexibility and large assortment of product available is amazing," he says. "Hunts Point has one of the largest selections of seasonal fruit and vegetables available for wholesale purchase anywhere. It is a very convenient way to order with assurance you are getting great produce."

A typical day at the Market might find Wehrli shopping for upwards of a dozen different products, and sometimes he is even there twice daily.

"Our purchases at Hunts Point all depend on the seasons and the availability from local farms," he says. "We purchase from Hunts Point all our staple vegetables that we cannot source locally, so exotic fruits such as kiwi, pineapple and passion fruit are purchased there. Limes, lemons, seasonal vegetables, potatoes, onions, fresh herbs, greens and wild mushrooms are also bought regularly."

When people leave the restaurant, Wehrli hopes they leave with a good idea of where and how the food they were just presented was grown and raised.

"Everything we do is seasonal. We do source a lot of product directly from local farmers, but not everything is available locally and this is where Hunts Point and Baldor come into play," he says. "For me, it's all about the ingredient. We source the highest quality ingredients possible and let them speak for themselves. We use classic French cooking techniques to enhance the locally grown and fresh ingredients we source."

**pb**



PHOTO COURTESY OF TRIOMPHE RESTAURANT





# Competition Raises Bar For Better Produce

PRODUCE DISTRIBUTORS IN THE GREATER NEW YORK AREA LOOK TO CAPITALIZE ON GROWING CONSUMER TRENDS FOR FUTURE EXPANSION.

BY JODEAN ROBBINS



RBest's new facility is an example of how produce companies outside of the Hunts Point Produce Market are expanding.

PHOTO COURTESY OF RBEST

**T**he size and scope of the New York marketplace outside the confines of the Hunts Point Produce Market generate both opportunities and challenges for its highly competitive produce community. “The New York produce marketplace is unique, because it’s the largest of its kind on the East Coast,” says Larry Schembri, senior sales associate for RBest Produce, Inc. in Port Washington, NY. “We receive product from all over the world to service our diverse communities.”

“We find ourselves in a unique position in New York — geographically close to Europe, the demand and volume is here, and we have solid growth because of that,” says Michael Muzyk, president of Baldor Specialty Foods in New York, NY.

“New York is unique because of the volume,” states Emil Serafino, vice president of Exp Group LLC in North Bergen, NJ. “It’s a very competitive marketplace so people have lots

of choices. Like the [Frank Sinatra] song says, if you can make it here, you can make it anywhere.”

“There is an abundant amount of competition,” agrees John Annetta, director of finance and corporate sales for RBest. “Every street corner has a produce stand.”

New York’s competition drives businesses to excellence. “The competitive nature of every one here is a benefit,” relates Jeff Ornstein, co-owner of Eli & Ali Organic & Specialty Produce in Brooklyn, NY. “It makes you constantly on the lookout for something new and exciting. You must be on top of your game.”

“There is a great competitive nature here,” says Floyd Avillo, president and COO of RLB Food Distributors in West Caldwell, NJ. “Having good competitors forces us all to be better.”

“We are always focusing on the value we can bring to our customers over and above the competition in addition to differentiating ourselves and our product offering,” says Merle

Axelrod, president of Supreme Cuts, LLC in Mahwah, NJ.

## Serving Trendsetters

An educated and diverse population makes New York a flexible and interesting produce marketplace. “The people here make the market unique,” states Ronnie Cohen, vice president of sales with Vision Import Group LLC in River Edge, NJ. “It’s a great marketplace to be in with a lot of opportunity.”

Importers, such as Vision, have the advantage of a large and diverse population base that spreads along the Eastern Seaboard. Meeting the logistics demands of importers and retailers in the New York area is a company familiar with getting produce from points A to B. Genpro, a logistics service provider based in Rutherford, NJ, is a company that supplies LTL shipments and full truckload services throughout the East Coast. According to Robert Goldstein, president of Genpro, the





Michael Muzyk, Baldor Specialty Foods



(L-R) Emil Serafino and Fraymil Rodriguez, Exp Group LLC



(L-R) Jaime Valez; Anna Chrostowska; Sebastian Chrostowski; Lucky Lee; Diego Fajardo; and Teresa Tsirkin, Lucky's Real Tomatoes

Northeast has an “increased LTL environment based on the importers’ or the shippers’ sales channel.”

Imported produce is often deconsolidated based on sales to the end user, such as retailers, foodservice or wholesalers. “This will increase the amount of LTL shipments, but during increased volume of crop availability, there are many instances of the full truckload movement as well,” says Goldstein.

“The Northeast has foodies along with many different ethnicities living in close proximity — giving each town, or county, its own demographic taste buds,” says John Alva, CEO of Rockhedge Herb Farms in Pleasant Valley, NY. “We supply a plethora of herbs to different stores and distributors to satisfy the needs of a particular area.”

“The population here is educated about food,” adds Joe Granata, director of produce sales for RLB. “The New York metro area has many high-end restaurants. People go out, try something and then want to make it at home.”

New York’s restaurant and retail environment promotes distinctive business. “New York City has been called the greatest restaurant city

---

**“More restaurants and retailers of all formats are utilizing sprouts and wheatgrass. We decided to stay in the Bronx because we want to be as close as possible to the [Hunts Point] Market.”**

— Jovany Veloz,  
*GreenGrassLife*

in the world,” says Lucky Lee, vice president of sales for Lucky’s Real Tomatoes in Brooklyn, NY. “Lucky’s is proud to service the most creative chefs in the country. Their expectations inspire us to provide products on the highest level, which means we are always on a mission to elevate our quality and service.”

“New York is an overall trendsetter,” says Jasmine Hines, director of marketing and advertising for RBest. “From a wide variety of specialty markets to vast cuisines and food services, we have them all right here.”

Jovany Veloz, president of GreenGrassLife in Bronx, NY, which sells and develops business for wheat grass, sprouts and microgreens from seed to consumer, explains, “More restaurants and retailers of all formats are utilizing sprouts and wheatgrass. We decided to stay in the Bronx because we want to be as close as possible to the [Hunts Point] Market.”

“New York has a lot of unique produce businesses headquartered here,” says Ami Ben-Dror, founder and CEO of BDA Marketing in New York, serving as representative for Israel-headquartered Dorot Farm. “BDA represents growers and companies in the U.S. and European market that want to penetrate and develop in new markets,” says Ben-Dror. “One of our biggest products is fresh and sweet carrots, BDA Marketing built and penetrated Dorot Farm as the No. 1 exporter of fresh and sweet carrots to North America from Israel.”

### **A Diverse Market**

New York’s diversity provides a wide foundation for success. “There is a tremendous variety of customers in this market,” says Bruce Klein, director of marketing for Maurice A.





# TURN CUSTOMERS INTO FANS

we're having  
**ANOTHER  
GREAT SEASON**

**JERSEY  
FRESH**

As Fresh As *Fresh* Gets

VISIT [WWW.JERSEYFRESH.NJ.GOV](http://WWW.JERSEYFRESH.NJ.GOV)

Governor: Chris Christie      Secretary of Agriculture: Douglas H. Fisher  
New Jersey Department of Agriculture 609-292-8853





(L-R) Henry Kreices; Bruce Letchworth; and Allan Napolitano, Vision Import Group LLC



TJ Murphy, Baldor Specialty Foods

Auerbach, Inc. in Secaucus, NJ. “You’re not dealing with a homogenous market. This diversity leads to opportunity.”

“New York consumer demographics are diverse and the cultural product demand is just as versatile,” states RBest’s Annetta.

“Certainly the variety of cultures and the mass amount of people in the city make this market unique,” agrees Ornstein of Eli & Ali.

The diversity, especially of ethnic consumers, allows for innovation. “Our area supports a large population with many ethnicities, and we bring many new items to the market,” says Supreme Cuts’ Axelrod. “The New York marketplace is always looking for something new and exciting.”

“The growing diversity and ethnicity of our population is the biggest growth opportunity for our company,” says Vision’s Cohen. “The Latino and Asian populations are growing. Both of these groups encompass various countries of origin but share some similar produce needs and are huge produce-eating cultures.”

The ethnic segment represents an excellent produce customer. RLB’s Granata explains, “For most ethnic groups, produce is a main component of their cuisine. They also demand exotic items, such as dragon fruit, which provide additional opportunity.”

“Different ethnic groups cook with different fresh herbs,” explains Alva of Rockhedge Herb Farms. “So, our customers sell specific items in certain areas to cater to the various ethnic communities. This results in a very diverse product mix. It’s a bit more complicated because you handle lower volume but more items.”

Alva continues, “However, this is precisely where we help our customers since we work so closely together. We can service them with the



(L-R) Ronnie Cohen; Raul Millan; Donald Souther, Vision Import Group LLC

**“We have implemented a large local program focusing on many different items almost throughout the year and including both processed and bulk items.”**

— Merle Axelrod,  
Supreme Cuts

smaller volumes on a variety of products and make it feasible. We have 13 trucks going throughout the Tri-State Area every day.”

This diversity resulted in growth in tropical and specialty items. “We absolutely see increasing opportunities in the Asian, Hispanic

and Italian markets,” says RBest’s Hines. “Primarily through our sister company, El Sol in Miami, FL, we provide a wide variety of tropical and specialty items.”

“Our sales of tropical fruits and ethnic root products has grown,” says Serafino of Exp Group. “Most of the growth in the Latino community is concentrated in the Northeast, so we have great opportunity with those products. I remember when plantains were a specialty item — now they’re a staple. We see big business in bananas and plantains as well as growth in avocados, mangos, yuca, malanga and chayote.”

Yet tropical and specialty products are not confined to ethnic consumers. Serafino explains, “Latin flavors and food have taken off in the mainstream market, so these items register growth in multiple ways. People are not eating more apricots, they’re eating more avocados.”

“We’re seeing a lot of fusion restaurants



Baldor Specialty Foods

# BRINGING THE **FARM TO YOU**

*More than 40 Farms, Just a Click Away at the New Baldorfood.*

“ Baldor has supported local farms for 23 years, but this summer, we’ll be bringing the farm to you in a whole new way. ”

*TJ Murphy, Owner & CEO*



New York (718) 860-9100 | DC (301) 317-7744 | Boston (617) 889-0047

info@baldorfood.com | www.baldorfood.com





now,” adds Cohen. “Chefs are using ethnic ingredients in unique ways by pairing with American standards and other types of ethnic dishes.”

**Local Focus**

Local is a hot-button issue, and the New York market is no exception. “We see an evolution going back to local and seasonality,” states Cohen. “There are many reasons for ‘local’ popularity including sustainability, freshness, and taste. However, since not everything can be local we balance what we can get locally with what we source from other places.”

“We have seen local demand increase tremendously in the past five to 10 years,” says

Lenny Montalbano vice president with Peter’s Fruit Co. in Yaphank, NY. “We’re in the middle of Long Island — surrounded by farms — and we have been doing local for 30 years. Though we carried local produce since day one, now it’s more in specific demand.”

“Local is a big trend, and a lot of our customers are demanding it even in the off-season,” reports Granata. “Adding greenhouses to the top of buildings in the city has become a huge trend.”

Suppliers enhance business by partnering with local growers. “During the summer months, RBest partners with many local farms to bring the freshest locally grown product to our customers — usually within 24 hours of

harvest,” says Louis Scagnelli, vice president of RBest.

“We have a tremendous relationship with local farmers,” says Baldor’s Muzyk. “The cream will rise because it always does. We’re beginning to expand our retail customer base and we go direct to the store.”

“During the season, we have huge requests for local,” reports Rockhedge’s Alva. “We have farms in two different counties in New York and one in New Jersey. We pretty much grow as much local, weather permitting, as our customers demand.”

“We have implemented a large local program focusing on many different items almost throughout the year and including both

**New York Companies Prepare For Future Growth**  
By Jodean Robbins

**W**hile at the helm of dynamic current business, New York area companies continue to navigate future growth. “We’re in growth mode,” states Ronnie Cohen, vice president of sales with Vision Import Group LLC in River Edge, NJ. “We’re looking forward to a lot of unique projects in the future. We’re always looking for opportunity.”

“We grew multiple times since we started in 1979, and we now have 44,000 square feet we’re using for our wholesale operation,” reports Guy Montalbano, president of Peter’s Fruit Co. in Yaphank, NY. “And we’re still growing!”

In September 2013 RBest Produce Inc. moved to a new, state-of-the-art warehouse in Port Washington, NY. “The Long Island-based facility spans approximately 70,000 square feet and is constructed with the latest technologies to focus on supporting direct quality fresh product and being environmentally friendly,” explains Jasmine Hines, director of marketing and advertising for RBest. “Each room of the new warehouse operates via automatic thermostat control to maintain multiple climate zones. Our product line has increased by more than 300 SKU’s, and we look to expand the warehouse an additional 20,000 square feet by the end of 2014.”

Louis Scagnelli, RBest vice president adds, “RBest is also in the process of constructing a state-of-the-art processing and repacking facility.”

Interrupcion Fair Trade in Brooklyn, NY, has grown to 24 full-time employees and continues to open export offices. Michela Calabrese, stakeholder director for Interrupcion, says, “We added three export offices in the past year — including one in Lima, Peru, which gives us Fair Trade Peruvian asparagus as well as bananas and mangos.”

Increasing product lines is a crucial growth area. “We are always working on product expansion,” says Merle Axelrod, president of Supreme Cuts, LLC in Mahwah, NJ. “We pride ourselves as being innovators, and we are proud of the many items that we first brought to the marketplace. In addition to our expanding processed offerings, such as diced and sliced items, we are working on a few blends of salad mixes. Organics is another large area of expansion for us.”

“Growth in our business has been rapid and really exciting,” relates Rafael Goldberg, CEO of Interrupcion. “We’re growing supply capacity through our development and export offices in Argentina, Chile, and Peru. This greatly increased supply in existing lines and generated multiple new products in the last year.”

“We are now starting to grow specialties such as microgreens,” says John Alva, CEO of Rockhedge Herb Farms in Pleasant Valley, NY. “People are expecting it from us as their herb supplier, and we want to service this niche for our customers.”

GreenGrassLife is expanding product lines and helping grow the market. “We are introducing microgreens and more specialty items,” explains Jovany Veloz, president of GreenGrassLife in Bronx, NY. “Also, we’re working a deal where we can introduce wheatgrass and sprouts into supermarket deli’s as well as help them put in small juice bars. I love creating business that never existed.”

Companies look to increase value through service and differentiation. “The more we can offer our present and future customers, the more valuable we continue to be to them,” says Axelrod. “Our customers are challenged to be more efficient and streamline their suppliers as they simultaneously expand their product offering to their customers.”

“Our growth is driven by high-quality product, great service, efficiencies creating value and consumers demanding more from their food,” says Goldberg. “Consumers want to know it’s good for their nutrition, good for the people involved in producing it, and good for the planet.”

Expansion of the customer base brings advancement. “Customer diversification is an interesting factor,” says Paul Auerbach, president of Maurice A. Auerbach, Inc. in Secaucus, NJ. “We sell a wide range of customers now. In addition to our traditional retailers, we have items conducive to foodservice. We also sell to food processors and home meal delivery services, and we do more business with food processors than in the past.”

Auerbach adds, “We’ve also expanded regionally. We have strengthened our business in Canada, and ventured into the Midwest and Southern U.S. in addition to our traditional North-east market.”

**pb**





Ami Ben-Dror, BDA Marketing and Dorot Farms



(L-R) Jeff Schwartz; Bruce Klein; Ian Zimmerman; Paul Auerbach; and Josh Auerbach, Maurice A. Auerbach, Inc.



Marsha Toussaint, RLB Food Distributors



Joe Bernstein, RLB Food Distributors



Marla Kapner, RLB Food Distributors

processed and bulk items,” reports Supreme Cuts’ Axelrod. “There is a large demand from customers; they want to know where their food comes from.”

GreenGrassLife is finding high acceptance among customers. “Local is a big push right now,” says Veloz. “Many of our customers promote our ‘local’ attribute. Consumers care about the carbon footprint, and since sprouts are a highly perishable product, proximity to market is crucial.”

Companies are expanding and defining their “local” product. “This year, Lucky’s is proud to be growing New York Tasti-Lee Tomatoes for our customers,” reports Lee. “However, the word local is a subjective term. We know what it means in the summertime when fresh fruits and vegetables are grown in the New York area. For New Yorkers, during the winter months, local can mean domestic or East Coast.”

“It’s hard to know what local is anymore,”

---

**“We’re seeing demand for grab-n-go items from one of our customers. We’re working with a supplier to handle some fresh-cut fruits and veggies.”**

— Lenny Montalbano,  
Peter’s Fruit Co.

concur RLB’s Avillo. “We don’t call our product just ‘local.’ We call it New York or Jersey — whatever state it’s from. That’s of more use to our customers and the end consumer.”

### Convenience Presents Options

New York companies look to innovate with

options in packaging and convenience. “Everybody wants convenience now, and packaging continues to play an increasingly important role,” says Vision’s Cohen. “For example, we have a 1-pound sleeve for limes and a 2-pound bag”

“New Yorkers and Tri-State commuters are always eating on-the-go, and healthy snack packs are a popular trend right now,” reports Hines of RBest. “Also positively trending is the promotion of produce for kids and healthier lunch box/snack options. We are noticing increasing sales in items such as salad kits, [Mastronardi Produce’s Sunset] Zima tomatoes, precut apple slices and baby carrots.”

“We’re seeing demand for grab-n-go items from one of our customers,” states Montalbano of Peter’s Fruit. “We’re working with a supplier to handle some fresh-cut fruits and veggies.”

Fresh-cut processing fits perfectly into convenience opportunity. “Our business is built on convenience and efficiency since we are a



## NEW YORK REGIONAL MARKET PROFILE

processor," says Axelrod. "For the foodservice part of our business, customers are always looking for ways to save time and minimize shrink with the product being processed. Customers are doing more with less resources, and this is a great solution for them."

Axelrod continues, "For the retail part of our business, consumers want healthy quick options. The goal is to eat healthier, but time was always a constraint before options were available. Now, consumers have healthy grab-and-go options. As a pre-cut vegetable and

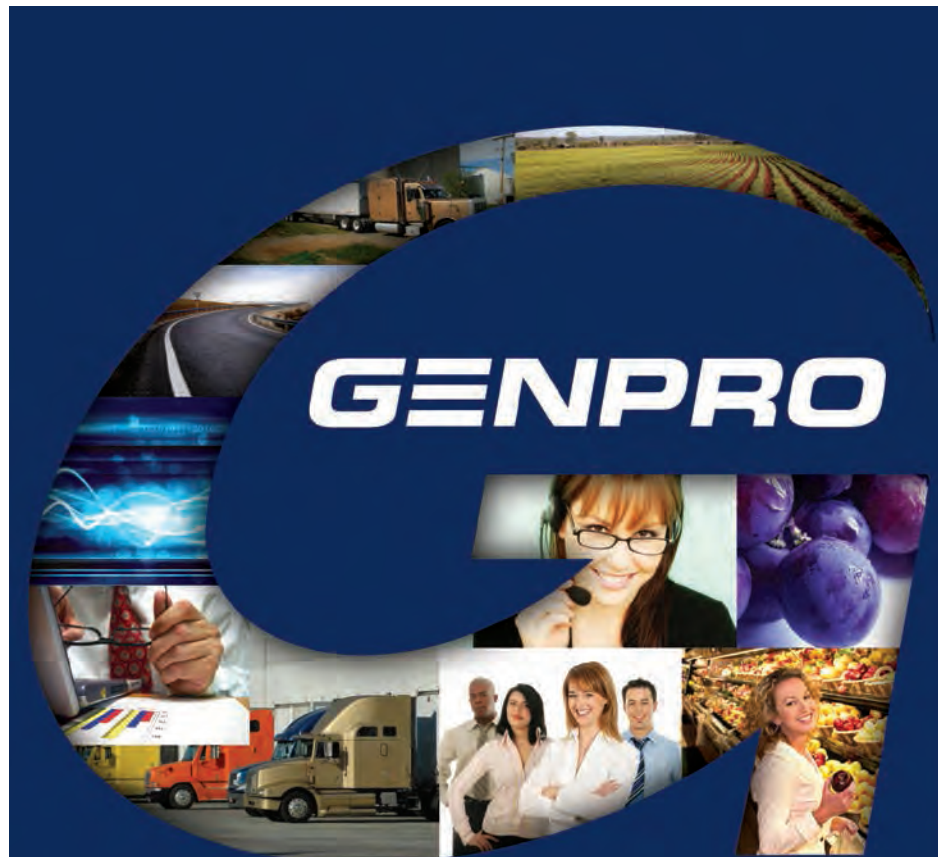
fruit processor in New York, we can offer the freshest product to our customers. Our orders are made-to-order and delivered to customers within 24 hours of order placing. You can't get much fresher than that."

Hines explains, "RBest's In-Store Merchandising Employee Education programs offer a Cut Fruit & Vegetable program designed to teach our customers how to fresh-cut and repack to increase sales and fulfill the convenience market."

Pack size presents additional possibilities.

**"We have a special focus on supplying supermarkets, but we also have the pleasure of supplying unique foodservices such as restaurants, hotels, catering halls, airlines, schools, and hospitals."**

— *Jasmine Hines,*  
*RBest*



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](http://www.genproinc.com)**

**PREMIER LOGISTICS PROVIDER**

"There is demand for a different variety of packages," says Auerbach's Klein. "Club stores want large sizes; city stores want smaller. We have the ability to do whatever size package our customers need. We see some retail customers more interested in the larger size packages, because they want to compete with club stores. We do some packaged organic items to make it more convenient and for the retailer to ensure accuracy at check out."

"We see increasing interest in packaging and variety," adds BDA's Ben-Dror. "Feedback from processing and foodservice companies shows they're looking for good size, such as Jumbos, so they have less waste in the process. They're looking for good size (like our 50-pound pack), with excellent taste and color."

Ben-Dror continues, "We provide more opportunity to the marketplace by offering different sizes. We're bringing in 1-, 2-, 3- and 5-pound consumer packaging. Also, customers expressed interest in the Cello carrot variety, so we're offering this special variety as well."

Convenience trends have led to expanded outlets for New York companies. "We're opening different channels for produce," reports Avillo. "In addition to growing in foodservice, we're expanding into convenience stores and drug stores. We're in more than 1,300 convenience stores, and most of that product is fresh-cut. We also supply manufacturers."

"The range of demand offers us a wider variety of clientele," agrees Hines. "We have a special focus on supplying supermarkets, but we also have the pleasure of supplying unique foodservices such as restaurants, hotels, catering halls, airlines, schools, and hospitals."

"We're making inroads with the institutional market and promoting healthy eating in the schools," says RLB's Granata. "We are also diversifying our customer base by working with local farm stands to help them expand and diversify their product offerings. Also, kosher has taken a big leap. We're selling produce to





Lucy Lemus, Eli & Ali  
Organic & Specialty Produce



(L-R) Jeff Ornstein and Arq Hernandez, Eli & Ali Organic & Specialty Produce

kosher markets, and business is growing.”

Providing more convenience to customers is imperative. Lee explains, “This year, Lucky’s customers will be able to order directly from our website, from their computers or from any mobile device, where they will see our product list complete with pictures.”

### Organic Demand

New York businesses report increasing demand for organics. “Up to 65 or 75 percent of our business is organic now,” says Ornstein of Eli & Ali. “The Millennial consumers are buying it. As our customers grow, they ask us for more organics.”

“Organics is growing and continues to grow,” concurs RLB’s Avillo. “More than 20 percent of our business now is organic. We are certified to process organic. This is a big opportunity going forward.”

“We see demand for organics increasing every year,” says Veloz of GreenGrassLife. “As people have become aware of organic, they want organic and local. We are USDA-certified organic and also non-GMO certified, kosher certified and we follow HACCP accredited guidelines.”

To meet customer requests, suppliers are expanding organic sourcing. “We are working with companies such as Earthbound Farm Organic, Organic Girl, Driscoll’s, and Cal-Organic Farms to supply more organic options for our customers,” reports Hines of RBest.

“We have customers asking for a fuller line of organics,” adds Arq Hernandez, director of operations for Eli & Ali. “We are seeking more organic and local. For example, we are involved with local Amish growers from Pennsylvania and Maryland as well as with more upstate New York growers.”

Rockhedge has USDA-certified organic farms in New York, New Jersey and Florida. “We offer a full line of organic herbs from these farms,” reports Alva.

“A lot of our new business is in people coming to us for organics,” reports RLB’s

Granata. “Organics can be hard to find, and we have a consistent source with reliability and great supply.”

Multiple levels of the market demonstrate organic interest. “Even though we sell a lot of organic to high-end retailers, we see growing

### Fair Trade Revival

**F**air trade is a growing segment spurred by New York companies. “Interest in fair trade and doing business with us has really matured,” reports Brandon Rankin, exchange director for Interrupcion Fair Trade in Brooklyn, NY, marketing its brand Taste Me, Do Good. “When we first started out we had to hunt down our suppliers, but now they’re seeking us out.”

Interrupcion values the uniqueness of its work. “We have a holistic and innovative approach to the role our business plays in a responsible and sustainable food and nutrition system,” explains Rafael Goldberg, CEO of Interrupcion. “We work from the seed all the way to consumers to do good throughout the chain and incorporate our values at every stage. Our values are integrated in our business, and it shines through our expanded vision of quality: product and flavor quality, social quality, and environmental quality.”

“Many companies are now getting into fair trade, but fairness really goes beyond just a label or certification,” says Michela Calabrese, Interrupcion stakeholder director. “The uniqueness of our products stems from our being rooted in a social movement and working from

the ground level to create equality among those most marginalized. We are creating opportunity for our suppliers in terms of logistics, marketing, and other needed assistance. We’re doing more than just handling certified products, we’re working to find and develop programs.”

Fair trade offers multiple benefits for retailers. “Fair trade is a way to connect consumers to imported goods,” says Leandro Martelletti, director of development for Interrupcion. “For retailers, it’s business as usual. Handling and offering fair trade now doesn’t involve any great effort or even much of a great price difference for a buyer or consumer.”

Calabrese further describes, “It’s also an issue of sustainability in terms of having a more accurate sense of the long-term viability of your supply. There is a challenge today whereby U.S. buyers are dealing with a more competitive global marketplace. If they want to secure supply, especially in high demand products, they need to invest in and be secure in the viability of their suppliers. Sustainability asks if this farm is going to be there in the long-term. It’s about developing relations with these suppliers.”

pb





(L-R) Colin Sharpe; Leandro Martelletti; Brandon Rankin; Rob Behnke; and Michela Calabrese, Interrupcion Fair Trade



(L-R) Lucas DiBenedetto; LeeAnn Santos; Eileen Oliver; Kathy Palmieri; Beverly Grove; Ted Kulpik; and John Creaven, Coast To Coast Produce



(L-R) Wayne Brandt, Brandt Farms; Jeff Schilling, RLB Food Distributors

---

“Up to 65 or 75 percent of our business is organic now. The Millennial consumers are buying it. As our customers grow, they ask us for more organics.”

— Jeff Ornstein,  
Eli & Ali Organic & Specialty Produce

demand among less affluent markets still looking for organics,” reports Hernandez. “They’re looking at it from a different perspective. They aren’t as picky about the product being perfect. They’ll take lower grades to get the price point. These retailers are looking for a balance of wanting the organic but closer to the conventional price. It provides a great market for the grades we can’t sell to higher-end customers.”

### Adding More Value

Customers may still be missing out on some

crucial aspects of New York area companies if taking too narrow a focus. “Customers looking strictly at prices may miss out on the opportunities with quality items,” suggests Montalbano of Peter’s Fruit. “They’re only looking at numbers and not the package or the merchandise. Customers who trust us get a quality product at a fair price.”

“Some buyers may not buy, because they think the price is higher than sourcing it another way,” says Eli & Ali’s Ornstein. “We understand the need our customers have to balance food costs, but we also encourage

them to consider the importance of quality in the equation. We buy and move produce every day. Fresher product is a better value because of the quality and shelf-life it provides a buyer.”

“While profit margins are important, adding value to your customer is really what a successful business is all about,” suggests Vision’s Cohen. “When buyers understand the whole story about the quality of product we put out, we see a difference.”

Retail may miss sales by not offering riper fruit. “The big retailers are missing out on a lot of opportunity,” claims Exp Group’s Serafino.





# 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](mailto:exhibit@LondonProduceShow.co.uk)

FOR ATTENDEE REGISTRATION: Email: [attend@LondonProduceShow.co.uk](mailto:attend@LondonProduceShow.co.uk)

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

[www.londonproduceshow.co.uk](http://www.londonproduceshow.co.uk)

Follow us on Facebook: [www.Facebook.com/LondonProduceSh](http://www.Facebook.com/LondonProduceSh) • Follow us on Twitter: [www.Twitter.com/LondonProduceSh](http://www.Twitter.com/LondonProduceSh)





“Big chains don’t do tropical fruits very well because there is too much time between arrival at distribution centers and delivery to stores. They miss out on the benefits of selling riper product. They should be getting colored papaya, but instead they get green papaya. They’re not getting the riper fruit, which is what appeals to customers and drives sales.”

Exp Group has 14 ripening rooms with seven more coming soon. “The additional seven rooms will be designed to handle avocados and pears,” explains Serafino. “There is a growing trend at retail and foodservice to ripen avocados for guacamole and a growing segment requiring ripe and multi-stage

**“Fair trade is a way to connect consumers to imported goods. For retailers, it’s business as usual. Handling and offering fair trade now doesn’t involve any great effort or even much of a great price difference for a buyer or consumer.”**

— *Leandro Martelletti,*  
*Interrupcion Fair Trade*

avocados. Also, we see more retailers selling bananas at three different ripeness stages. It increases sales because you sell more. It’s the same thing with plantains.”

Buyers can also take better advantage of available service. “Our people are a huge asset,” says RLB’s Avillo. “We have great infrastructure to support the product throughout the cold

**Keeping A Human Touch**  
By Jodean Robbins

**T**hough great technological strides have been incorporated into the produce industry, the human factor continues to be a crucial element. “The human component is still an important part of our business,” says Guy Montalbano, president of Peter’s Fruit Co. in Yaphank, NY. “We all do a little bit of everything, and we’re all equal partners here. We’re geared to do whatever we have to for the personal attention and extra service our customers expect.”

“At RBest, relationships are everything!” agrees Jasmine Hines, director of marketing and advertising for RBest Produce Inc. in Port Washington, NY. “Our buyers have more than 30 year relationships with our vendors. Our sales team is very involved with quality and primarily takes orders over the phone — giving our customers real time information about products on hand and market quality/availability.”

Taking the extra step is a trademark of New York business. “Lucky’s congenial staff creates and maintains great relationships with our customers with a very personal touch,” describes Lucky Lee, vice president of sales for Lucky’s Real Tomatoes in Brooklyn, NY. “Recently the office team decided to send a Polish Easter basket to one of our valued Polish customers. Anna and Theresa actually went out and shopped for the items and created the basket themselves!”

“When customers call us, they can talk to an owner,” says Montalbano. “Once you get too big, you lose the one-on-one customer relations, and people feel like they’re just a number. We refuse to do that. Our customers have our cell numbers and they call us anytime. That’s part of a service bigger companies can’t do, and

we take advantage of it.”

Technology has allowed for more personal attention to other areas of business. “Years ago, the phones would be ringing off the hook, but now most of our customers submit orders electronically or by fax,” states Bruce Klein, director of marketing for Maurice A. Auerbach, Inc. in Secaucus, NJ. “In some ways, technology has freed us to do more customer visits, because now we can get out to visit our customers more — maintaining that personal touch.”

“Through our merchandising team, we visit our customers weekly to help make sure their produce sections are as attractive and profitable as possible,” says Hines. “Merchandising also sets the produce departments of new stores and does seasonal resets.”

“Our people are out there with the customer, in the stores, helping with resets and other matters,” says Joe Granata, director of produce sales for RLB Food Distributors in West Caldwell, NJ. “It’s all about the relationship with the customer.”

Personal attention to product and orders remains a priority. “We have human beings going through our product,” says Jeff Ornstein, co-owner, Eli & Ali Organic & Specialty Produce in Brooklyn, NY. “About 20 people are packing for us here at our facility. Every box we receive is opened and looked through before we sell it. Our customers tell us they see value in this.”

“Most of our orders can be done electronically, but our inside sales people still take time to talk to our customers every day to discuss product and needs,” states Floyd Avillo, president and COO of RLB.

“It’s important to know the market and the

end customer,” reminds Ami Ben-Dror, founder and CEO of BDA Marketing in New York. “You need to be close to your customer to give them the service. If you’re close to the market, you know what’s going on and you can work better with the market and provide solutions.”

Personal relationships are also important on the shipper side. “We have a good relationship with our shippers,” reports Montalbano of Peter’s Fruit Co. “We’ve been doing business with most of our shippers for more than 25 years. We understand each other’s needs.”

“We try to support our growers in every way we can and move product as best we can,” says Ornstein. “I personally view us as peddlers — nothing more and nothing less. With that mentality in mind, I try to bring the best quality to the market and be fair with people.”

Support for the grower leads to stronger business. “Touch with the farm is important,” says Ben-Dror. “We need to understand both sides and give them requirements from the market. I walk all the fields to know the quality and understand the production side.”

“The work we do creates stronger longer-lasting relationships,” affirms Leandro Martelletti, director of development for Interrupcion Fair Trade in Brooklyn, NY. “The commercial side of what we do is really the conclusion of our entire process. We are working with our grower communities from development to production to food safety, certification and beyond. We serve as a bridge between workers and the farmer. What matters to us is what stands behind the certification — what we’re doing in these communities and how we’re working to develop and share best practices of social impact.”

**pb**



# 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**



chain as well as skilled and experienced people to help customers with whatever they may need.”

“Service is an advantage buyers may not fully take advantage of,” agrees Auerbach’s Klein. “The biggest thing I have to differentiate myself from the competition is my ability to give my buyers a different buying frame. We offer our customers the ability to make closer buying decisions . . . They don’t have to go a week-and-a-half out on buying. They can make

smart buying decisions closer to their need-time and get good quality product at fair pricing.”

Personalized inventory is another perk. “In many places you can only buy what they have, but with us you can buy what you want,” says Avillo. “We have tremendous variety, and we offer the flexibility to develop your own program with your own supplier. We will carry specific varieties or suppliers just for one retailer.”

“Our history and roots are finding hard-to-find items — we come from an iconic store [Balducci’s], and we had to make sure we had what no one else had,” says Baldor’s Muzyk. “There’s no magic to growing, it’s all about adding new product lines. Every night we spend millions of dollars. We reinvest with ourselves.”

“We are a specialty distributor, and if our customers are looking for something particular we can bring it in for them,” says Auerbach’s Klein. “Our goal is to make it easier to procure product.”

“We grow locally and globally,” says Alva. “During our local season, we can cut, cool and deliver within a day. Any other time of the year, when people are short, we’re not because we bring in product from many different sources. We can cut, cool, fly, pack and deliver in 24 to 36 hours from anywhere. That’s the value we provide.”

### Going Beyond The Reputation

Looking beyond assumptions increases potential for sales. “Lucky’s has been known for flavorful red beefsteak tomatoes for more than 30 years, but some customers may not know we carry a full line of specialty tomatoes,” says Lee. “Our varieties are entirely selected based on flavor profile, so if you like our red beefsteaks, you will love all our products.”

“We offer our customers various options based on their business objectives and challenges,” says Supreme Cuts’ Axelrod. “You need to be flexible and think outside the box for ways to bring value to customers.”

Really promoting the specific value of local, Fair Trade or other certifications should not be overlooked. “We’re so local we can get it to customers on the same day,” says Veloz of GreenGrassLife. “Buyers may miss out on this delivery potential. Also, the certifications we have are worth promoting — such as non-GMO, gluten free and kosher. Stores need to talk-up these certifications more.”

“Storytelling for Fair Trade is crucial,” reminds Interruption’s Calabrese. “When retailers commit to having a Fair Trade item, they commit to telling the story and leveraging that product. Similar to organic, having visible Fair Trade helps elevate the perception of a department.”

Understanding what a physical facility can do also presents profitable results. “The biggest thing suppliers or buyers miss out on is not visiting our facility,” says Auerbach’s Klein. “Every customer who has visited us has come up with new ideas. Visiting us inspires customers to develop potential products and

**Let Tofu Fuel Your Adventures**

House Foods **FIRM**  
**ORGANIC Tofu**  
 protein from soybeans

NET WT. 14 OZ (396 g)

Amount Per Serving		% Daily Value*	
Total Fat 4g	8%	Sodium 10mg	0%
Salt 0.5g	3%	Potassium 10mg	0%
Total Carb. 3g	1%	Fiber 1g	2%
Protein 12g	24%	Cholesterol 0mg	0%

**House Foods**  
 www.house-foods.com

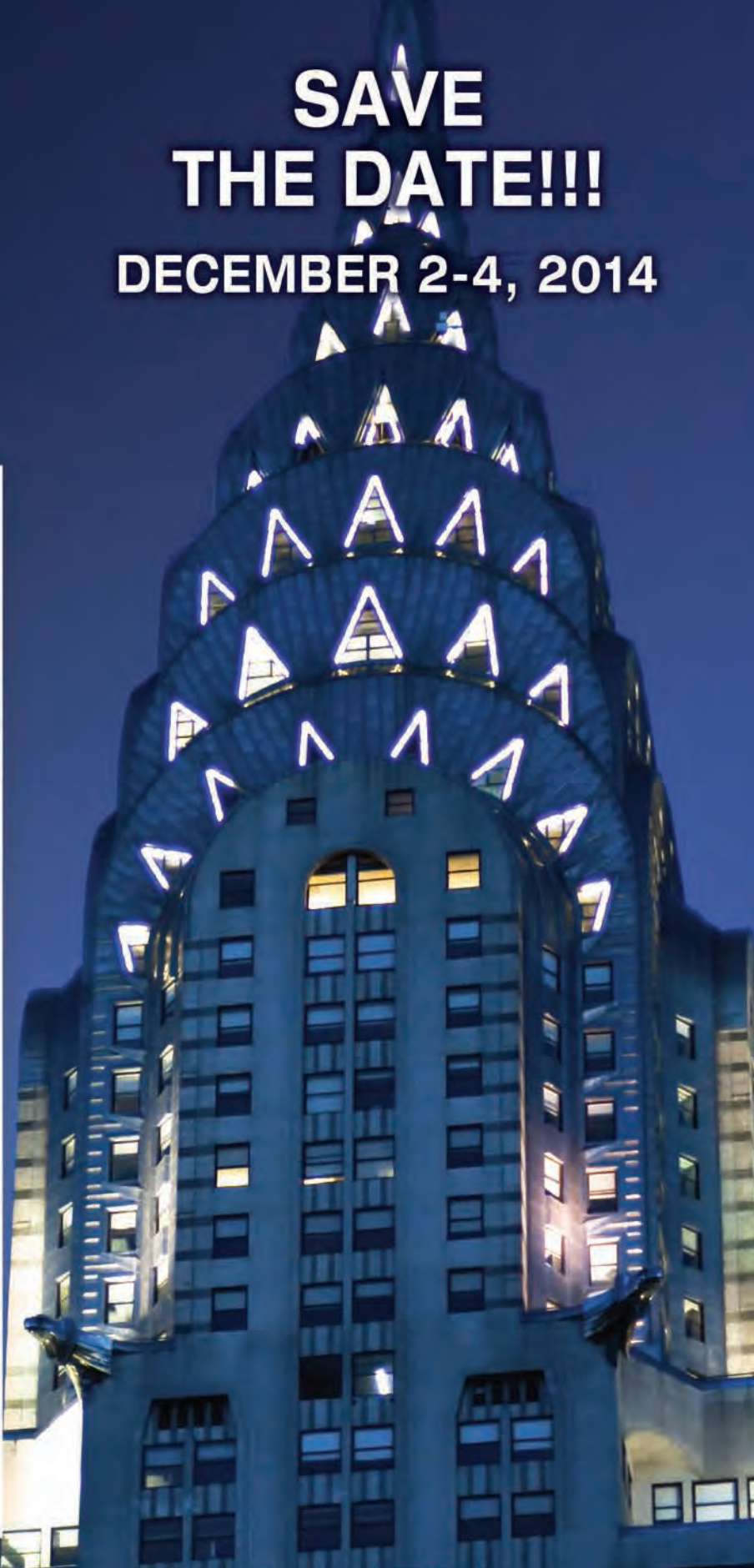
Join the adventure with  
 House Foods and DreamWorks Animation  
 for the EXCITING promotions!





# SAVE THE DATE!!!

## DECEMBER 2-4, 2014



**FOR MORE INFORMATION:**

PH: 212-426-2218 • [www.nyproduceshow.com](http://www.nyproduceshow.com)



CELEBRATING  
**FRESH**



services they may not think of on a regular basis.”

“We serve as a warehouse for many customers,” says RLB’s Granata. “This includes shelf stable items in addition to produce. We also do backhauls if necessary. We go to Boston or to D.C. multiple days a week, and the truck always comes back with something. It’s a way to both offer customers a service and leverage our cost.”

“Customers may miss out on how everything with our growers is automated,” says

Ben-Dror. “There is no handling involved in the packaging, and for food safety reasons, that is very important.”

### Success In Adversity

New York companies confront a multitude of challenges. “Every few years the business changes, and if you don’t change with it you get left behind,” states Exp Group’s Serafino. “One new issue is getting back to how product eats instead of how it looks. Our food system has changed the way we value food. We need to

“There must be value from the grower to the end consumer. The day we become complacent, we’ll lose what the business really means. Here at Vision, we’re always cognizant of how we add that value.”

— Ronnie Cohen,  
Vision Import Group

return to focusing on eating quality and taste.”

Quality remains a clear focus. Montalbano of Peter’s Fruit explains, “Quality is the key we always strive for. My father told me years ago on the market, let the customers complain about price but not quality. We always go for the best product. I spoil my customers with the best package. It works because we have a good reputation for top quality.”

Adding value in the distribution chain is increasingly complex and important. “The biggest change and challenge we face is a consolidation of the customer base,” says Paul Auerbach, president of Maurice A. Auerbach. “We work with bigger players to increase our marketing. We’re constantly visiting foodservice distributors, retailers and wholesale markets — including New York, Boston, Philly and Canadian markets — to strengthen relationships.”

“There must be value from the grower to the end consumer,” emphasizes Vision’s Cohen. “The day we become complacent, we’ll lose what the business really means. Here at Vision, we’re always cognizant of how we add that value.”

While technology makes business more efficient, it also presents challenges. “Technology is one of the biggest changes in our business today,” states Cohen. “In some cases, it has made the business impersonal. I miss the daily hustle and bustle of the terminal market setting. To maintain the personal element, we visit all our growers and suppliers multiple times a year, and we do the same thing with our customers. You can’t put a price tag on interpersonal interaction.”

“Technology is not a replacement for communicating and meeting with customers,” agrees Supreme Cuts’ Axelrod. “We are a hands-on organization, and we’re successful due to the valuable feedback we receive from our customers. Some of our new items are a result of our customers asking for it.” **pb**

## TOP CHEFS DEMAND



## RUSSET BURBANK POTATOES

FOR CONSISTENT QUALITY CONTACT OUR NEW

YORK SALES OFFICE:

PAUL OR AL MATTIE **718-589-0790**

gpod@gpod.org • www.gpodpotatoes.com

## THANK YOU NEW YORK



**GPOT OF IDAHO**

Ryan Bybee or Calvin Butler

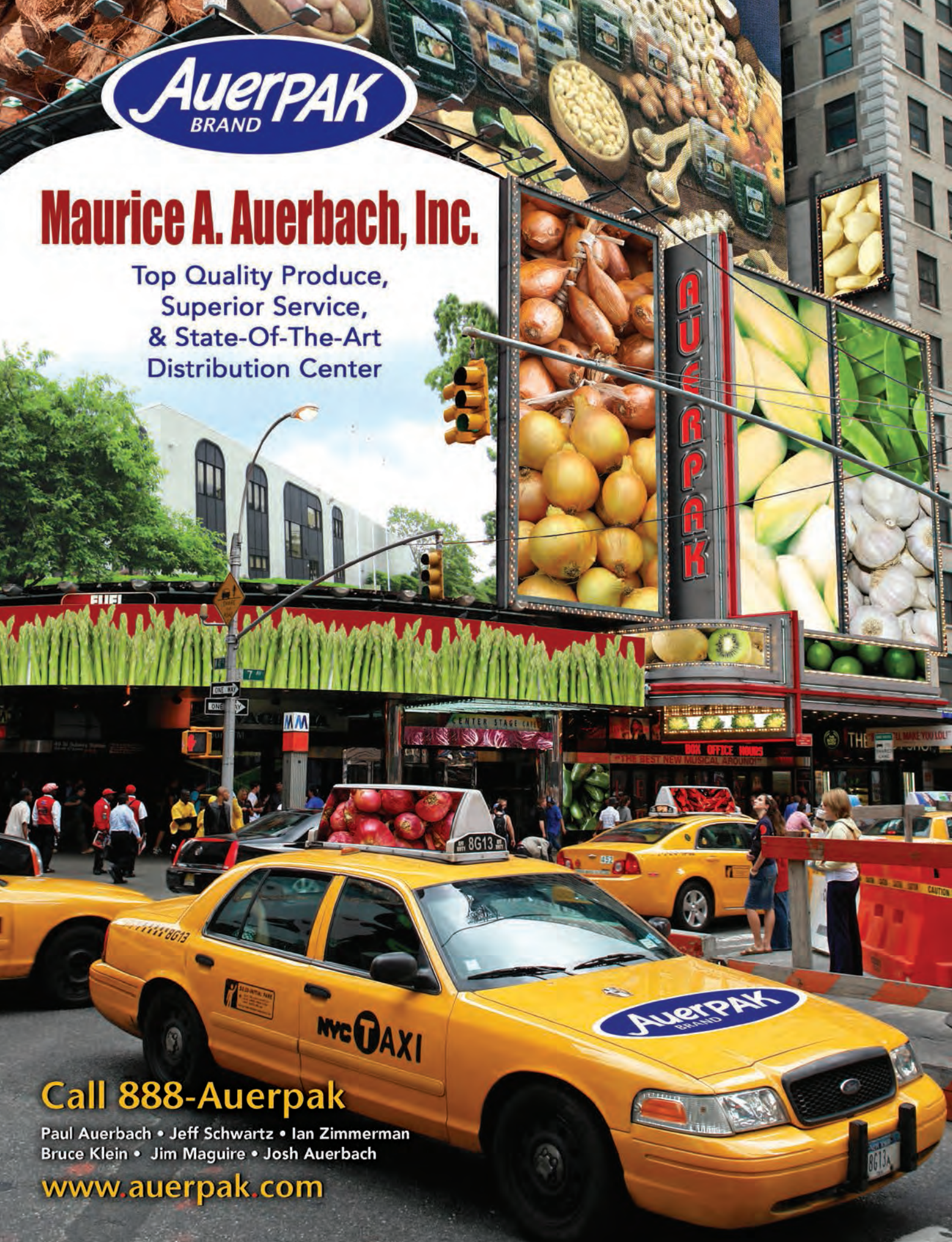
**718-589-0790**





# Maurice A. Auerbach, Inc.

Top Quality Produce,  
Superior Service,  
& State-Of-The-Art  
Distribution Center



**Call 888-Auerpak**

Paul Auerbach • Jeff Schwartz • Ian Zimmerman  
Bruce Klein • Jim Maguire • Josh Auerbach

[www.auerpak.com](http://www.auerpak.com)

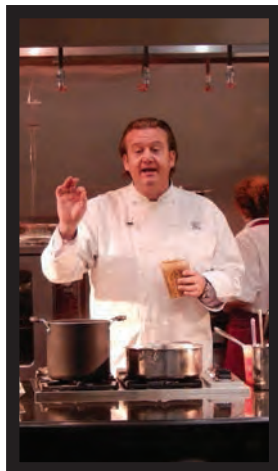




# Baldor Gives Back

MICHAEL MUZYK AND CHEF MICHAEL WHITE COLLABORATE TO GIVE YOUNG ADULTS A LESSON IN CULINARY ART.

BY KEITH LORIA



(L-R) Chef Michael White begins his lesson on how to make a pasta dish at home. Michael Muzyk, president of Baldor Specialty Foods, discusses the Chicken and Kale Ragu recipe used in the tutorial. Students from Hyde Leadership Charter School pose with Chef White.

**B**aldor Specialty Foods has always been a big believer in giving back to the community and earlier this year, Michael Muzyk, president of Baldor, held a charity event that saw Chef Michael White, executive chef and co-owner of the Altamarea Group, teaching a group of students from the Hyde Leadership Charter School (located in the Hunts Point section of the Bronx) how to make their own pasta dish at home.

“Chef White was kind enough to give us his time and showed the kids how to create this great pasta dish,” says Muzyk. “You could see the kids really cared about what he was saying and paying close attention. These were 8th to 10th graders asking questions like they were 40-year-old chefs.”

The emphasis of the evening was on healthy food that can be prepared easily at home, and White demonstrated how to make a delicious Chicken & Kale Ragu served with gluten-free Jovial Pasta from Italy.

“It is so important to teach kids how to eat healthy,” says White. “When kids are cooking for themselves, they are able to create. If cooking is seen as fun, it will alleviate the urge for kids to eat processed snacks. Cooking makes kids feel like they are like adults — they are able



to create for themselves. They can learn at an early age how important it is to eat healthy and know what is going into the food they eat.”

During his presentation, White introduced the youngsters to kale, explained the components of a soffritto (chopped carrots, celery and onions) and its use as a flavor base for countless dishes such as soups and stews. He also talked about his personal journey of becoming a chef.

“These special kids asked wonderful questions, and White answered each and every one honestly,” says Marlene Cintron, president at Bronx Overall Economic Development Corporation. “Many left with not just a great taste in their mouths, but also with inspiration that they too can do amazing things for themselves if they commit to hard work

accompanied by a strong academic background.”

After cooking the dish, White passed the sauce around so the kids could taste and smell the finished product and better understand how the vegetables added to the flavor and aroma. He explained how peas or zucchini could be added for extra nutrition and illustrated technique by advising them to drain boiling pasta a little prematurely, then simmering it in sauce for heightened flavor and a more tender texture.

Before the kids left, each received a book bag, a notebook and many other “gifts” provided by Baldor. A week later, Baldor delivered boxes to the school with all of the ingredients needed to duplicate White’s recipe at home.

Reflecting on his time with the kids, White says it’s something he would love to do again.

“The experience is priceless to me. I am teaching kids culinary art, the ability to be creative with food, the importance of healthy eating, and in some ways, independence,” says Chef White. “I would be happy to work with Baldor again. They are a great company with great products, a great team, and a philanthropic initiative involving kids and culinary education that I absolutely believe in.” **pb**



for your nutrition, for our planet, for the people



Fresh & Processed Available



Invite your customers to TASTE ME, DO GOOD\*

Unlock the potential of an increasingly informed, curious, and conscious shopper.

Offer an excellent quality product, a great story, and more trust and safety through elevated organic, social, and fair trade certifications.



# SALUTE TO THE NEW YORK MARKET SHIPPER SHOWCASE

THE PIONEER IN  
SPECIALTY VEGETABLES  
SINCE 1986

*Growing Year-Round  
on California's Central Coast*



The Lundberg Family  
— Owners of Babé Farms



Family Owned & Operated  
Babé Farms, Santa Maria, CA  
800.648.6772  
[www.babefarms.com](http://www.babefarms.com)

## BDA MARKETING

The Ultimate Source  
to/from Europe  
[www.bdaproduce.com](http://www.bdaproduce.com)



68 S Service Rd Melville NY, 11747  
Tel: 516-882-2018 • Fax: 516-706-4416  
[info@bda-marketing.com](mailto:info@bda-marketing.com)  
[www.bda-marketing.com](http://www.bda-marketing.com)

## Anthony's Organic.

*Grown by Anthony Vineyards*

Grapes of Distinction  
Organic & Conventional

California Grown  
Available May to December



661.858.8300  
[www.anthonylvineyards.com](http://www.anthonylvineyards.com)

## NIAGARA FRESH FRUIT CO.

DIV. OF BUCOLO COLD STORAGE

PACKING, STORAGE AND  
SHIPPING OF FRESH FRUIT  
FOR OVER 36 YEARS

Packing all size polybags, trays  
and specialty packs  
"NIAGARA FRESH BRAND"

FOR THE BEST OF THE  
WESTERN NEW YORK APPLES



Call: Jerry Bucolo,  
Chris Bucolo & Richard Hite

716-778-7631  
FAX: 716-778-8768

5796 WILSON BURT ROAD  
BURT, NY 14028

## CASTLE ROCK Vineyards

It's all about the FLAVOR!

Sales  
(661) 721-8717

[www.castlerockvineyards.com](http://www.castlerockvineyards.com)

## Country Fresh



MUSHROOM CO.

**Freshness  
And Service  
You Can  
Count On!**

Fresh White & Brown Mushrooms  
Specialty & Organic Mushrooms • Quick Blanched Mushrooms  
Servicing the Northeast, Southeast, Midwest & West Coast

**TRANSPORTATION SERVICES AVAILABLE**

Mushroom Sales: 610.268.3043  
Transportation Sales: 610.268.5147  
Fax: 610.268.0479

P.O. Box 490 • Toughkenamon, PA 19374  
[WWW.CFMUSHROOM.COM](http://WWW.CFMUSHROOM.COM)



# SALUTE TO THE NEW YORK MARKET SHIPPER SHOWCASE

MORE ON NEXT PAGE →

**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

## MORE THAN JUST ASPARAGUS



Your Premiere Source for  
Imported and Exported Fresh Tropical Produce.



**CARB-AMERICAS**

**Headquarters:**

Jeff, Hilda, Scott, Ray  
(954)786-0000

**New Jersey:**

Danny Pollak  
(732)655-4223

**Los Angeles:**

Pat Ramirez  
(424)477-5530

**Export Division:**

John Brown  
(415)992-7500



**Facilities & Service**

- 4,000 pallet capacity • Temperature segregated rooms
- Refrigerated dock (19 doors) • Load consolidation
- Transportation • Restyling & repacking in dedicated
- temperature controlled room • Automated
- clamshell filling pack lines • State of the art
- Citrus D-Pack bagging line • 3 forced air cooling
- units in dedicated cooling room • Inspection
- State-of-the-art peach packing line with
- specialty pack capabilities • Primus GFS Certified
- superior • Fully insured • Security system



Contact: Jeff Danner  
856.881.3553 ext. 22  
jdanner@easternpropak.biz

800 Ellis Road, Glassboro, NJ 08028  
ph: 856.881.3553 fx: 856.243.0154  
www.easternpropak.biz

Arvin, CA  
**ORGANIC**  
**CALIFORNIA CARROTS**  
Baby Peeled Carrots  
Cello Carrots - 100% hand packed  
25# & 50# Table size & Jumbo carrots  
*Year-round supply  
for your convenience!*  
call Andrew, Eric, Chris and Rob  
**661-854-3156**  
**KERN RIDGE GROWERS**  
A small California Carrot Shipper with over 30 years experience



# SALUTE TO THE NEW YORK MARKET SHIPPER SHOWCASE

## Keystone

AUTHENTIC SWEET ONIONS



LIFE SHOULD BE THIS SWEET



Keystone Fruit Marketing, Inc.  
717•597•2112  
Email: sales@keystonefruit.com  
Headquarters: Greencastle, PA

Northwest Regional Office  
Walla Walla, WA  
509•526•9200

Progressive Produce  
Los Angeles, CA  
323•890•8100

Southwest Office  
Fort Worth, TX  
717•593•4075

Southeast Office  
Vero Beach, FL  
772•316•0364



## KNOW YOUR FOOD, KNOW YOUR FARMER



Vertically integrated  
grower-shipper

Broccoli • Cauliflower  
Fresh Cut • Green Onions  
Green Leaf • Iceberg  
Romaine • Spinach  
Spring Mix • Whole Leaves

800.799.9475

Fax: 831.796.1050

www.churchbrothers.com



## Fresh Herbs

Best Basil  
In America



## Rockhedge Herb Farms

845-677-6726

rockhedgeherbs.com

## Implementing Certified



## Concepts & Opportunities

The Company that brings you the  
Freshest Ideas in Produce has gone  
organic. Visit our Website featuring  
organic product information.



World Variety Produce, Inc.

P.O. Box 514599

Los Angeles, CA 90051

800.468.7111

www.melissas.com



See Us At  
The New York Produce Show and Conference



# SALUTE TO THE NEW YORK MARKET SHIPPER SHOWCASE

MORE ON NEXT PAGE →




**SOUTHERN  
SPECIALTIES**

Premium  
Specialty  
Produce




954.784.6500  
southernspecialties.com



**I LOVE PRODUCE**

Organic & Conventional  
Fresh & Value-Added  
Loose, Packaged, Peeled, Roasted  
Chopped & Puree  
Shallots & Pearl Onions



Proud Suppliers of Produce From the USA and Around the World

610.869.4664 • sales@ILoveProduce.com • www.ILoveProduce.com  
Certified: AIB, BRC, GlobalGap, USDA/NOP Organic, HACCP, Kosher



**FRESH  
ORIGINS**

MicroGreens,  
PetiteGreens, Edible Flowers,  
Tiny Veggies, Popcorn Shoots

**NEW AND UNIQUE VARIETIES  
OVERNIGHT SHIPPING**

**800.263.0812**  
www.freshorigins.com



**Sunripe™  
tomatoes**  
Following the Sun. Leading in Quality.®

**Specializing in Vine-Ripe, Mature Green, Roma and Sweet Grape Tomatoes**

Sales: Jon Esformes, Jack Esformes, Joey Poklemba, Carlos Blanco,  
Rob Meade, Lyle Bagley and Peter Sheffield

Palmetto Florida Sales: **941-722-0778**  
Tracy California Sales: **209-835-7500**  
Nogales Arizona Sales: **520-281-4927**

**Pacific Tomato Growers**  
Grower • Shipper • Distributor  
www.sunripeproduce.com



# SALUTE TO THE NEW YORK MARKET SHIPPER SHOWCASE



**MARKO ZANINOVICH, INC**  
**Premium California  
Table Grapes**

*Conventional and Organic*

Autumn King • Autumn  
Royal • Black Seedless  
Crimson • Flame • Gem  
Luisco • Princess  
Red Globe • Rosa  
Scarlet Royal • Stella Bella  
Sugraone • Summer Royal  
Thompson

**Shipping from  
June through January**

### DOMESTIC SALES

CHARLES ALTER  
JOHN ANSPACH  
GINETTE BROCK  
DREW JOHNS  
BRIAN MULLHOFER  
MIRNA AGUIRRE

### EXPORT SALES

PETER ARELLANES  
TENNISON HOOFARD  
LUIS MUNOZ  
ELIZABETH HU MARTIN



**661-792-3141**

1998 ROAD 152, DELANO, CA 93215



*"Your Shallot Source"*

FRESH AND PEELED  
SHALLOTS  
PEELED GARLIC  
PEARL ONIONS  
CIPPOLINI ONIONS  
FINGERLING POTATOES

**Year-Round Availability**

**CONSUMER PACKS  
AVAILABLE FOR RETAIL**

Call Cary or Kenny

**610.345.1113**

West Grove, PA

*Red Blossom*  
SALES, INC.

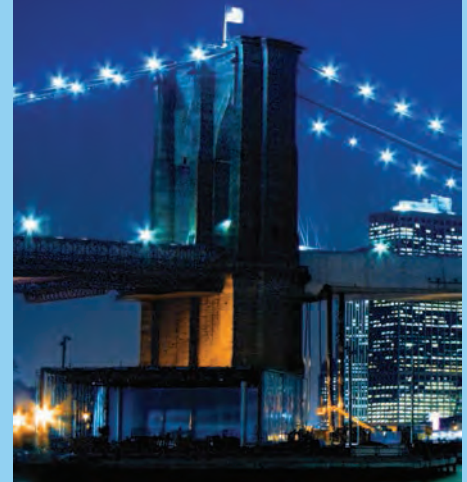
Beautiful Berries  
Backed by Intelligent Production.  
California, Florida, Mexico

Craig Casca (805) 981 1839  
David Lawrence (805) 686 4747

[www.redblossom.com](http://www.redblossom.com)



**SAVE  
THE DATE  
DECEMBER 2-4, 2014**



**FOR MORE INFORMATION:**

PH: 212-426-2218

[www.nyproduceshow.com](http://www.nyproduceshow.com)



CELEBRATING  
FRESH





# The Four Seasons Continues To Thrive After 220 Seasons

THE RESTAURANT'S OWNER TALKS PRODUCE SOURCES AND ITS CULINARY INSPIRATION FOR EACH SEASON.

BY PAUL FRUMKIN

For the past five-and-a-half decades, The Four Seasons restaurant occupied a larger-than-life place on the New York City dining landscape. Often characterized as the “quintessential” Manhattan dining experience, it has served over time as a benchmark by which other luxury restaurateurs gauge their position in the city’s competitive pecking order. Operators starting out are still able to learn lessons from the Park Avenue restaurant’s pioneering culinary vision, its elegant service style that routinely caters to the world’s most powerful and privileged as well as its unparalleled postmodern design.

Opened in 1959 by culinary impresario Joe Baum and the much-imitated New York fine-dining group, Restaurant Associates, The Four Seasons was created with the bold vision of elevating American food and products, underscored by a cyclical menu and decor that would change with the seasons.

“It was designed to show that American food and wine were as good as French, Italian or Chinese,” says Alex von Bidder, who owns and operates The Four Seasons today with partner Julian Niccolini. “They [Restaurant Associates] wanted to show that you don’t have to go to France to buy carrots or apples or asparagus. They basically said, ‘Hey, we can use ingredients from the United States.’”

At the same time, Baum and company also decided that seasonality would shape the menu, which changed along with uniforms, upholstery and ornamental plants every three months. “In the 1950s, food was all about convenience — there was refrigeration and freezing, and you could have strawberries any time of the year,” says von Bidder. “At The Four Seasons, though, it had to be seasonal — nothing would be taken out of the freezer. Today, that is normal for restaurants, but back then, it was audacious.”

But while today it is difficult to imagine the New York fine-dining scene without The Four Seasons, for many years, the trendsetting restaurant teetered on the fiscal edge of failure. A hugely ambitious undertaking when it opened



PHOTO COURTESY OF THE FOUR SEASONS

in the Seagram Building on Park Avenue in July 1959, The Four Seasons cost Restaurant Associates the then-extravagant sum of \$4.5 million. With its wide-open interior spaces bisected into the Grill and Pool dining rooms and its 20-foot ceilings, the 400-seat operation instantly put to rest the idea that luxury restaurants in New York must be small, dark and crowded. By the same token, though, many found The Four Seasons to be too cavernous and cold to provide a warm, intimate dining experience.

## The Personal Touch

In 1973, however, longtime Restaurant Associates executives Tom Margittai and Paul Kovi purchased the restaurant and implemented a plan that addressed the criticisms by personalizing The Four Seasons experience. Each day at lunch and dinner, the owners personally greeted guests, memorizing faces and names, likes and dislikes. It worked, and The Four Seasons took on more intimate proportions. These days, the same successful policy remains in effect, perpet-





“Fashion changes, moods change. But we should be able to make our customers feel at home while challenging them with new food and new experiences.”

— Alex von Bidder,  
Owner of Four Seasons

uated by its current owners, von Bidder and Niccolini, who cater to a steady stream of regular clients in the elegant Pool Room and the Grill Room, still the power-lunch center of Manhattan.

Some 220 seasons after it opened its doors, The Four Seasons continues to reflect the diversity and inventiveness of New York, with many of the current culinary trends — seasonality, local food sourcing and organic products — being old hat at the restaurant. “It’s what we’ve been doing all along,” says von Bidder.

Not surprisingly, a restaurant as large and sophisticated as The Four Seasons doesn’t rely on a single individual to handle all of the purchasing. While the chefs order the proteins, Max Tang, The Four Seasons’s purchasing manager, oversees much of the rest. “Usually my main focus is on ordering produce, dairy and dry goods,” he says. “Everything besides the meat and seafood. The chefs order those themselves. But I assist the chefs with special items.”

The restaurant receives deliveries everyday. “I carry a notebook around with me all the time to keep track of things,” says Tang, who has been with the restaurant for almost three years. “It’s a lifesaver. The Four Seasons uses so many domestic and international ingredients.”

Besides working with The Four Seasons’ cyclical menus, Tang and his staff of two also work with the chefs for special parties. “Usually I’ll sit down with them and discuss what they need,” he says. “Then I source the product and decide when they should be delivered, depending on when the party is.”



### Changing Seasons, Changing Menus

Predictably, Tang also has to familiarize himself with the seasonally changing menus. “Before we launch a new menu, the chef prepares everything for the staff, so they know what goes into the dishes, what they taste like and how they are supposed to look,” he says. “While a few classic dishes remain from menu to menu — like the Dover sole or crab cakes — the menu changes,” he says.

Tang says he purchases the restaurant’s produce from four or five different vendors. He also works with FarmersWeb.com — which creates a platform that enables restaurants or wholesalers to work with farmers and other suppliers — and Satur Farms, a large produce company that specializes in the fruits and vegetables raised on nearby Long Island.

As the weather warms up, Tang, who has culinary training, also visits the Union Square Greenmarket at least once a week. “Sometimes I go down Monday and Wednesday, depending on the needs of the restaurant,” he says. “[The Greenmarket] is our main supplier for certain things like heirloom tomatoes.”

However, he adds, “I generally don’t go down there looking for anything specific. But if I see something that looks good, I might buy it.”

For the spring menu, Tang says he is buying such produce as fiddlehead ferns, ramps, sugar snap peas, English peas, morels and jumbo white asparagus from France — a seasonal favorite of The Four Seasons. Fava beans and microgreens are also on the spring list, he says.



At 55 years old, The Four Seasons is widely recognized as being one of the country’s great culinary pioneers, having left its imprint on menus across the country and the decades. However, von Bidder says its success also is anchored in its ability to be flexible to respond to the changing currents of the restaurant scene. The key, he says is having “a long-term view and short-term adaptability.”

“Fashion changes, moods change,” he says. “But we should be able to make our customers feel at home while challenging them with new food and new experiences.”

**pb**

### FOUR SEASONS

57 East 57th Street  
New York, NY 10022  
212.758.5700  
Monday - Friday  
6:30 a.m. - 10 p.m.  
Saturday - Sunday  
7 a.m. - 10 p.m.  
fourseasons.com





# Maialino: A Little Bit Of Rome Takes Root In New York City

THE RESTAURANT'S TALENTED STAFF AND OWNERS PROVIDE A TWIST TO THE EUROPEAN-INSPIRED DINING EXPERIENCE.

BY PAUL FRUMKIN

Over the years, Danny Meyer's Union Square Hospitality Group (USHG) has demonstrated a rare knack for knowing what the New York dining scene wants. From Union Square Cafe and Gramercy Tavern to Blue Smoke and Shake Shack, Meyer and company usually managed to develop and run restaurants that have their fingers on the pulse of the city's dynamic culinary culture.

So when the USHG announced the opening of Maialino in November 2009, many restaurant watchers wondered what the team would bring to the local Italian restaurant scene that wasn't already well represented by dozens of other smart, world-class operators.

They needn't be overly concerned, though. Maialino, the group's tribute to Roman neighborhood trattorias, was well received right out of the gate. A review in Time Out magazine published a few months after the restaurant opened announced that Maialino "sets a new standard" within the niche. More recently, the Zagat Guide to New York City Restaurants said the restaurant "hits all the right notes" with its "soul-satisfying Italiana."

Housed in the Gramercy Hotel, the 140-seat Maialino also represents the USHG's first alliance with hotelier Ian Schrager. While Maialino operates like a hotel-based restaurant, offering breakfast as well as lunch and dinner, it also has a street entrance, which emphasizes the restaurant's goal of also being a neighborhood operation. To emphasize that end, floor-to-ceiling windows look out on Manhattan's well-curated Gramercy Park.

"Conceptually, the focus was to make it a Roman trattoria with a neighborhood feel — a restaurant that was embraced by the local populace as well as hotel guests," says chef de cuisine Jason Pfeifer.

## When In Rome

But while marketing to the Gramercy Park



PHOTO COURTESY OF MAIALINO

neighborhood is integral to the operating of Maialino, so is its focus on authentic Roman-style food. "People who come here from Rome tell us that this is a restaurant that offers as good an experience as you would find in

Rome," says Pfeifer.

The kitchen, which is headed up by partner and executive chef Nick Anderer — formerly executive sous chef at Gramercy Tavern — clearly takes his inspiration from traditional Roman fare.

Among Maialino's more traditional classic Roman selections is Carciofini Fritti, fried artichokes and lemon, an antipasti selection priced at \$14. Other classic dishes from the Roman culinary canon include Tonnarelli a Cacio e



Chef Jason Pfeifer

Chef Nick Anderer

Maialino's Roman-style cuisine and its kitchen staff are directed by chef de cuisine, Jason Pfeifer, and executive chef, Nick Anderer.





Pepe, Pecorino and black pepper, \$16; Spaghetti alla Carbonara, black pepper, guanciale and egg, \$18; and Bucatini all'Amatriciana, spicy tomato and guanciale, \$17. A traditional Secondi selection is Coda all Vaccinara, braised oxtail, celery and carrots for \$23.

Not surprisingly, slow-roasted suckling pig is a signature at Maialino — which is Italian for “little pig.” Malfatti, or braised suckling pig, is served with arugula for \$23, while a four-course family-style meal offers various cuts of the pig served with roasted potatoes for two or three for \$75.

Other popular Maialino dishes include Carpaccio, sliced Wagyu beef with Parmesan and olive oil, \$24; Fettucine alla Bolognese, lamb ragu and Grana Padano, \$23; Garganelli, rabbit ragu and Castelvetro olives, \$23; and Scottadita, seared lamb chops, roasted sunchokes and fennel puree, \$37.

But while Maialino may specialize in Roman-style fare, it sources its products much closer to home. Much of the restaurant's produce, in fact,

is purchased about a half-dozen blocks away from the city's busy Union Square Greenmarket. The market, which is a magnet for local area purveyors, can showcase the products of as many as 140 regional farmers, fishermen and bakers during peak season.

“When it comes to what defines a fine-dining restaurant, I think the most important thing is to source the best ingredients you can,” says Pfeifer, who has been with the restaurant since it opened. “We source the best produce we can get [from the Greenmarket].”

### Market Guidance

The market also has a hand in helping Maialino shape its menu. “We try to source everything from the Greenmarket,” explains Pfeifer. “And we wait for the market to show us where the menu will go.” Chefs from Maialino visit the market three times a week, where they discuss with farmers what is available and decide how the various items might fit into the day's selections.

Pfeifer says seasonality is critical to Maialino's menu and “99 percent” of the items they purchase are grown locally.

A confessed “produce nut,” Pfeifer says the chefs at Maialino will meet with the farmers and purchase produce that had been picked earlier in the day. “Some farmers plant specific things for us too,” he says.

Because of the protracted cold winter weather in the Northeast, various spring vegetables are becoming available a little later this year. “But we've already seen some exciting vegeta-

bles popping up like ramps and wild nettles, which are used for making pesto or dipping sauces.” Pfeifer says English peas and fava beans, which are popular in Roman-style pastas and salads, also are available at the Greenmarket. Asparagus, which is a staple of seasonal menus everywhere, also is becoming available.

The three — fava beans, English peas and asparagus — are combined to prepare Maialino's version of the Roman spring vegetable stew, vignarola, which is used as an accompaniment for fish.

Not all produce is purchased from local sources, however. For instance, Maialino buys puntarelle — the heart of a variety of chicory and a Roman culinary favorite — imported from Italy. Certain cheeses, like Pecorino Romano-Fulvi, are also imported.

While Maialino looks to traditional Roman fare for inspiration, the kitchen continues to avail itself of more modern preparation methods. For example, the chefs prepare certain vegetables by using a *sous vide* method. “We might prepare baby gem lettuce or turnips by *sous vide*, which tenderizes them but allows them to keep their color and flavor. It helps to cook vegetables to a precise temperature. When you blanch vegetables you can lose so much flavor.”

And while it is critical Maialino source the best proteins, Pfeifer says he believes vegetables are taking on an increasingly important role in menu development. “I think that's where food is moving to,” he says. “People are less inclined to order a big steak. When I cook, I think about vegetables interacting with the protein in the majority of the dishes.”

pb

### MAIALINO

2 Lexington Avenue  
New York, NY 10010  
212.777.2410

Breakfast: Mon - Fri 7:30 a.m. - 10:00 a.m.  
Lunch: Mon - Fri 12:00 p.m. - 2:00 p.m.  
Brunch: Sat - Sun 10:00 a.m. - 2:00 p.m.  
Dinner: Sun - Thurs 5:30 p.m. - 10:30 p.m.  
Fri - Sat 5:30 p.m. - 11:00 p.m.  
maialinonyc.com





# Cherry Hill Gourmet Market

SERVING THE RUSSIAN AND JEWISH NEIGHBORHOODS OF BROOKLYN AND BEYOND

ARTICLE AND PHOTOGRAPHS BY BONNIE CAVANAUGH

Owner David Isaev of Cherry Hill Gourmet Market in Brooklyn, NY, is willing to go the extra mile — or more accurately, an extra 2,000 miles — for his customers. Fresh, unique and rare items are not only what his customers want, it's what they have come to expect.

So if that means having the freshest, most expensive fruits flown in weekly from California to New York, so be it. That's why the second location, on Emmons Avenue (in the heart of the Sheepshead Bay neighborhood) has become a destination market for lovers of organic foods, high-end snacks, fresh deli meats, seafood, and hard-to-get produce items for the community and areas throughout the New York metro area.

The original store, dubbed simply Cherry Hill Market, has been open on 86th St. in nearby Bath Beach for 17 years. Isaev opened the second store with the added "Gourmet" in the title six years ago. Both markets cater to the palates of a heavily Russian, Jewish, and otherwise Eastern European population; that includes the nearby neighborhood of Brighton Beach, which boasts the country's highest per capita population of immigrants from the former Soviet Union.

Of the New York Tri-State area's population of 1.6 million Russian-Americans, some 600,000 of them live in New York City, per Russian American demographics collected by Ameredia (a full-service multicultural advertising, marketing and public relations firm specializing in reaching diverse ethnic groups nationwide). More than 220,000 are Russian-speaking Jews, per the New York Times.

To meet the markets' "gourmet" status claim, Uzi Mizrahi, the store's general manager, will pay more for produce, "but he wants to get A-1 goods," says Isaev. "The product must be No. 1. If not, I'd rather not have it on the shelf. We pay top dollar."

"It's all about bringing in the highest-quality produce available," says Mizrahi, who has been the store's general manager for four years. "The lemons are big. The apricots are large," he says. "It catches the eye."

Isaev holds up an apricot the size of a large



peach, representative of the week's bounty from California. Next to it, jumbo donut peaches nestle beside California peaches — easily the size of softballs. In the next bin, ripe, red pomegranates provide a color splash. Nearby, woven baskets of fresh red dragon fruit from Vietnam, bright yellow and orange persimmons, pale yellow star fruit, and dark purple passion fruit imported from New Zealand balance atop a display case featuring aromatic California yellow and white peaches flown in weekly from Family Tree Farms of Reedley, CA, about 25 miles southeast of Fresno — one of the store's multiple suppliers.

His customers' willingness to pay a substan-

tial price for "the best" quality produce surprises even Isaev, who notes each individual dragon fruit commands a whopping \$5.99 per unit cost, "But people buy it."

Much of the store's clientele is looking for organic foods, and today Cherry Hill's produce is "almost 100 percent organic," says Mizrahi.

Produce manager Eric Winter has spent 20 of his 44 years in Brooklyn in the produce business — including time at the local distributor, Baldor, and the Hunt's Point Produce Market in the Bronx. Winter also worked at a Whole Foods store before arriving at Cherry Hill Gourmet three years ago.

Winter collects a small percentage of the



store's more commonplace fruits, such as year-round apples, from Hunt's Point vendors: Nathel & Nathel; LBD Produce Inc.; S. Katzman Produce Inc.; and D'Arrigo Bros. Co. of New York, Inc. (the area's exclusive distributor of Andy Boy brand products, which is owned by D'Arrigo Bros. Co., of California, in Salinas).

More exotic and seasonal items, such as the fist-sized apricots and regulation softball-sized peaches, arrive weekly from Direct Produce, a Los Angeles-based wholesaler, and the aforementioned Family Tree Farms.

"It's a unique arrangement for such a small, two-store operation, but something above the ordinary is what customers have come to expect," says Winter. In autumn, he gets much of his fall tree fruits, such as pears, flown in from distributor, Columbia Marketing International — better known as CMI — in Washington state.

Produce is a fast-paced business that requires a lot of long hours and late nights. Winter works on average 60 hours each week.

"Grocery is very easy," he says. "But produce is going to die sooner or later; you have to make it sell. It's not like a can of soup that sits on the shelf for four years."

Merchandising the produce section is a big concern, because it's the first thing customers typically see as they enter through the main door. "You don't want apples and pears taking up all the space at the front of the store when you've got beautiful dragon fruit that just came in," says Winter. "You want to grab the customers as soon as they walk in the door."

Winter carefully weighs his options among the week's deliveries: "How much real estate is it taking up? Is it beautiful? The front display should grab you."

A large bin of round watermelons greeted customers over the Memorial Day weekend, luring them to buying some 35 bins of the traditional holiday picnic fruit. On a normal summer weekend, Winter might run through 10 to 15 bins of watermelon at some 1,600 pounds per bin; over the holiday, the store moved 35 bins.

"That's a lot for a very small store," says Winter. What he's really selling is customer service. "Without customers, you're just a brick building," adds Winter.

Beyond the melon display and colorful vegetable bins sits the store's several styles of homemade deli salads, made with the market's fresh produce. The Baku Eggplant Salad is one of Isaev's favorites. It's named after his hometown, Baku, which is the capital of Azerbaijan — a former republic of the Soviet Union. The salad features eggplant that is lightly roasted for a distinctively Russian taste.

While the store is reasonably small for a



grocery store, space is used well. The aisles and displays feel neither crowded nor empty. A small café and prep kitchen make up about half of the overall store space; the produce department occupies about half of the grocery area.

"You won't find that in the city," says Winter, noting the limited floor space of most Manhattan markets. Here, produce shares the floor space with the meat and deli counters, an in-store florist, and a full-service bakery. "We're doing a remarkable amount of produce."

Winter credits his team with keeping the produce section looking presentable and tasting good. His 12-to-16 person team — depending on the season — spends "a lot of man hours" inspecting the fruit shipments and arranging the produce bins for maximum appeal.

"I go through every single package of berries," he says. "Customers will pay an extra two dollars because they know the strawberries are going to be fresh."

The market is open 24 hours, 365 days per year, and boasts the luxury of a private parking lot, "which most grocery stores in the borough do not have," says Mizrahi. The Market sits on the former site of the famous Lundy's restaurant, which opened in 1892 and operated for more than 100 years. In those days, a waterway cut into the street (where the current patio dining now sits), and ships brought fresh seafood right up to the restaurant's door.

The Market has been reborn since suffering some \$1.3 million in losses due to Hurricane Sandy in October 2012.

"It was a total loss," says Mizrahi. The storm

surge wreaked havoc as the wind and the sea pushed its way through the market. Isaev phoned Mizrahi in the middle of the night to tell him the bad news.

"The boss called and said, 'Uri, come on down,'" he says. "It was like a bad dream. All the showcases were upside-down. We were wiped out."

The store was closed for repair for three weeks. Like much of the neighborhood, they did not have flood insurance, so the damages hit hard. "Nobody had flood insurance," he says.

Today, the damages are undetectable, the hand-carved showcases refurbished and ready to entice. It has returned to its place as a destination gourmet market.

For a while, the market's clientele hailed mainly from the local Sheepshead Bay and other surrounding neighborhoods — Manhattan Beach, Brighton Beach, Marine Park, Midwood, and Mill Basin/Bergen Beach. Customers are also drawn from the East Side of Manhattan, Long Island, Staten Island, and even New Jersey, says Mizrahi. "People will travel 40 or 50 miles to come here," he says.

**pb**

**CHERRY HILL GOURMET MARKET**

1901 Emmons Avenue  
Brooklyn, NY 11235  
718.616.1900  
2284 86th Street  
Brooklyn, NY 11214  
718.373.4900

24 Hours Per Day; 7 Days Per Week  
cherryhillgourmet.net





# Westside Market NYC

A PRODUCE OASIS ON THE UPPER WEST SIDE

ARTICLE AND PHOTOGRAPHS BY BONNIE CAVANAUGH

**L**an Joskowicz, the chief operating officer of the Westside Market NYC grocery store chain, has perhaps the city's shortest commute to work. He is general manager of the chain's flagship store at 2840 Broadway at 110th Street, in Manhattan's Morningside Heights neighborhood on the Upper West Side. He also lives right upstairs, in an apartment with his wife just above the market.

Living so close to the epicenter of the business can be a blessing, such as when emergencies like 2012's Hurricane Sandy; or, as it is on this day, a mild inconvenience: Joskowicz is trying to say "no" to storing a temporary overflow of special order grocery stock in his apartment until room is freed up in the store. Eventually, he gives in.

He is, after all, the go-to guy at this four-store chain (and soon to be five) that specializes in fresh produce. The company plans to open a fifth New York City store in July, at 12th Street and 3rd Avenue. An additional store is operated under a different name as the Maywood Marketplace in Maywood, NJ.

"Produce has always been the focus of this supermarket chain," says Joskowicz, deferring to owner John Zoitias, who immigrated to the United States from Ourpokia, a village on the Greek island of Lefkada, in the mid-20th century.

"One of the things John likes to do is rearrange the produce. He's always trying to improve the displays," says Joskowicz. Zoitias had the entire store frontage and indoor produce section redesigned six months ago, partly to accommodate a rise in organic products. Plus, such attention to detail keeps customers interested. "He's very much connected with the produce."

Zoitias started out at the store as a regular produce guy, stocking shelves from large pallets of produce delivered "every day, all day long" from suppliers like the Hunt's Point Produce Market in the Bronx. When the store's original owner was ready to retire, he sensed that Zoitias was ready to take over, and sold him the shop in 1965.

Zoitias and his wife, Maria, the matriarch and resident cook, still live upstairs in an apartment near Joskowicz, as does their son George Zoitias, the company's chief executive. It's also a conven-



ient location for Joskowicz and John Zoitias, who co-own the Vareli restaurant and bar just down the street at 2829 Broadway and 111th St., a lunch-and-dinner neighborhood restaurant serving fresh Mediterranean fare.

Overall, the 110th St. store produces the largest volume of produce among the chain, requiring a 19-person produce staff in any given 24 hour period, Joskowicz says. Its neighborhood reach spans roughly from 102nd St. to 125th St.; that reach used to be larger, but the clientele pool reduced a bit with the opening of a sister store at 97th St. & 98th St.

A third Upper West Side unit is located at 76th & 77th Streets, and a fourth store is in Chelsea, between 14th and 15th Streets. All are open 24 hours, 365 days a year.

Winter is the flagship store's busiest season,

when around 8,000 customers pass through each day, says Joskowicz. It's a little fewer in the off-season summer months, with just under 7,000 visitors a day. That's due to the Manhattan lifestyle: many people leave town in the summertime, heading to vacations or summer homes, he says. Also, a large portion of the 110th St. store's clientele hail from nearby Columbia University: from 10 to 20 percent of its winter customers are students and faculty.

In addition to fresh produce delivered daily, many of the store's customers come for its vast assortment of homemade, fresh-squeezed juices and deli salads bearing the "Maria's Homemade" and "Westside Market" labels. With the popularity of largely vegetable-based, healthy drinks "exploding," Joskowicz and the Zoitias' expanded their proprietary line of fresh beverages, which



now encompass half an aisle in the organic produce section.

“The demand for green [juice] products has become significant,” says Joskowitz. “Raw green drinks and smoothies are popular now.”

The store’s best-selling drink is a leafy green concoction called Dr. Oz’s Green Drink, based on a recipe by the celebrity physician using fresh spinach, cucumber, apple, celery, parsley, lime, lemon and ginger. The next biggest seller is fresh-squeezed orange juice, followed by other popular potions: grapefruit juice; peach nectar; papaya nectar; lemonade and limeade; strawberry lemonade and blueberry lemonade.

The store’s own Raw Detox Juice Formula includes beets, carrots, apples, celery, cilantro and ginger; the fresh-squeezed orange juice can be mixed with or without raw kale; the coconut water is mixed with fresh squeezed pineapple juice; and a drink called Beginner Green Raw Juice Drink contains apple, spinach, celery, orange, lemon and ginger.

Another celebrity-inspired concoction is based on Martha Stewart’s raw “Green Juice” drink, which contains freshly juiced apple, celery, cucumber, spinach, parsley, pear, papaya, and ginger. There’s also tiny bottles of Raw Ginger Shots, and some are mixed with honey.

Other items include Raw Carrot Juice and Clementine/Naval Orange juice; a proprietary recipe of Raw Salad Green Juice made with fresh kale, spinach, romaine lettuce, lemon, parsley, cucumber and green apple; as well as a line of waters infused with fruit (such as watermelon, lime, lemon pomegranate), and some are infused with mint leaves.

Maria’s proprietary salad line is also impressive, and takes up a full aisle and a half in the deli with fresh produce as a key component. Choices include a variety of wraps; spinach and vegetable knishes; spinach, quinoa and feta salad; kale tofu salad with quinoa and carrots; kale, butternut squash and faro salad; pesto chickpea salad, made with fresh basil, pine nuts and green peas; and red quinoa salad with almonds and cranberries, made with fresh onions, dill, parsley, and scallions.

Joskowitz gets a good “chunk” of his fresh produce directly from Hunt’s Point, where Westside Market NYC has been a faithful customer for decades, so the store is privy to good deals.

“We have a great buyer at the market,” he says, declining to identify the individual by name, saying only that he is a third generation buyer whose father made the original supply deal with Zoitas. “He gets us great deals, since we started.”

And they can pass on the great pricing deals they receive to the customers. “The balance of



quality and price is the best from Hunt’s Point,” adds Joskowitz.

The store’s biggest mover in produce is fresh strawberries, and Joskowitz often uses them as a marketing ploy to bring people in by advertising price cuts when possible. “When we have a really good price on strawberries that is so

important for us,” he says.

Organic fruits and vegetables are obtained mostly from local branches of suppliers such as Baldor, Albert’s Organics, and directly from farms in New York State and New Jersey.

Westside Market does sell a few exotic produce items, like mangos, papaya and lychee, but for the most part, produce customers are looking for the mainstays of the American diet.

“This is a salt-of-the-earth neighborhood,” says Joskowitz. “Most customers are looking for apples, grapes and peaches.”

Yet organic produce is quickly becoming a huge part of overall produce sales due to customer demand, he says. The store steadily increased its presence of organic produce, expanding the organic section a little at a time — in effect, doubling its organic offerings over the past two years. Its recent produce section redesign incorporated an entire aisle with two large additional produce cases.

“Every time the store added more space for organics, customers asked for more,” says Joskowitz. “We redesigned the whole section. We keep expanding it as the numbers keep going up.”

**pb**

### A Team Commitment To Community

**M**anaging the store’s produce inventory can be challenging on the good days, and even more so when severe weather threatens the New York area. In October 2012, with Hurricane Sandy looming in the Atlantic, Joskowitz was prepared, having stocked up on fresh produce and other essentials.

“It was insanity,” he says of the customers coming to stock up their pantries before the storm. “We did four days’ [worth] of business each day, for four days.”

The line of customers started outside the front door and ran down the sidewalk. “We had to cordon off the area,” he says. Managing the massive crowd became strategic. “We let 15 people in at a time.”

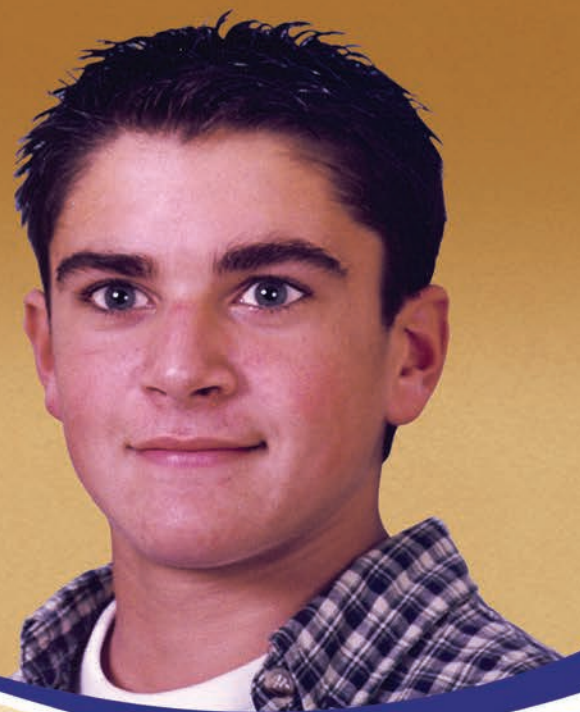
While Westside Market NYC’s 14th Street store was closed for weeks after Hurricane Sandy, due to no electricity, the morning after the hurricane, the 110th Street store was open for business. Only three employees were able to make it in on time: one cashier, one of the store’s original stockmen, and Joskowitz, who lived right upstairs.

**pb**

**WESTSIDE MARKET NYC**

2840 Broadway  
(Upper Westside Morningside Heights,  
between 110th St. & Broadway)  
New York, NY 10025  
212.222.3367  
Open 24 Hours  
wmarketnyc.com





## Be Aware and Be Prepared

Undetected and unexpected, Sudden Cardiac Arrest (SCA) is claiming our youth. Cardiovascular disease is the second leading medical cause of death in children and adolescents in the United States. Data estimates that 1 in 50 high schools have a SCA in a student on school grounds each year. Affected youth usually appear healthy and normal...until they have an arrest. The good news is that early detection is possible, heart conditions are treatable and young lives can be saved. Knowledge of the observations and actions that can make the difference between life and death are key to a successful outcome.

Early detection is crucial. The Louis J. Acompora Memorial Foundation promotes the early detection of heart conditions in youth through heart screenings. Frequently, the warning signs and symptoms of a heart condition in youth go undetected.

Most occurrences of SCA in youth occur in public places. The increased availability of publicly accessible automated external defibrillators (AEDs) in schools and school-sponsored athletic events will dramatically increase the probability that youth and adults alike will survive a sudden cardiac arrest. Knowing and properly executing the critically time-urgent links of the Cardiac Chain-of-Survival can help save the life of someone in SCA.

In June of 2002, Governor George Pataki of New York signed Louis' Law, which requires AEDs in all New York public schools. To date 80 lives have been saved as a direct result of this law in New York public schools. Each time a vibrant, seemingly healthy child suffers a Sudden Cardiac Arrest (SCA), the Louis J. Acompora Memorial Foundation mission of protecting youth from SCA and preventable Sudden Cardiac Death (SCD) becomes even more critical. We know it happens and we need to collectively assure others realize it by sharing our Mission and Vision.

### 1. Early Recognition of Sudden Cardiac Arrest

- Collapsed and unresponsive
- Seizure like activity
- Gaspings, gurgling, snoring or labored breathing noises

### 2. Early Access to 9-1-1

- Confirm unresponsiveness
- Call 9-1-1- and follow emergency dispatchers instructions
- Call any onsite Emergency responders

### 3. Early CPR

- Begin cardiopulmonary resuscitation (CPR) immediately

### 4. Early Defibrillation

- Immediately retrieve and use an automated external defibrillator(AED) as soon as possible to restore the heart to its normal rhythm

### 5. Early Advance Care

- Emergency Medical Services (EMS) Responders begin advanced like support including additional resuscitative measures and transfer to a hospital.



**THESE STEPS WILL SAVE A LIFE PLEASE TAKE THE TIME TO KNOW THEM AND LEARN CPR.**

Contact the Louis J. Acompora Memorial Foundation for more information

[www.LA12.org](http://www.LA12.org)



**House.....Unit(s).....Phone**

A & J Produce Corp.....	126-133, 137-144, 450-463	718-589-7877
Alphas Corp.....	223-225	
Armata, E. Inc. ....	111-120, 338-341	
	369-370, 372-376	718-991-5600
Best Tropical Produce.....	237	718-861-3131
Chain Produce.....	400-402	718-893-1717
CM Produce LLC.....	123-125	718-328-8388
Cochran Robert. T. Co., Inc. ....	408-412	718-991-2340
C and J Produce.....	238-241	718-991-5050
Coosemans New York, Inc. ....	242-244, 249	718-328-3060
D'Arrigo Bros. Co. of New York, Inc. ....	301-308, 310-320	
	323-330, 332-336	718-991-5900
Fierman Produce Exchange, Inc. ....	247-248, 250-257	718-893-1640
Food Barn.....	31B	718-617-3800
Fresco LLC.....	258-259	718-589-5000
Fruitco Corp.....	200-204	718-893-4500
Georgallas Tomato & Produce.....	447-449	718-842-6317
Gold Medal Produce.....	163-168	718-893-5554
Henry Haas, Inc. ....	464	718-378-2550
Hothouse AFL.....	110	212-741-5117
Issam Kanawi.....	331	718-542-2217
Juniors Produce Inc.....	438-439	718-991-7300
Katzman Berry Corp.....	260-265	718-589-1400
Katzman S. Produce, Inc.....	153-157, 423-428	718-991-4700
Korean Farm Corp.....	352-353	718-589-4440
LBD.....	226-233, 403-407	718-991-2100
Lee Loi Industries, Inc.....	234-236	718-542-4115
Luna Fresh Greenhouse Corp.....	134-136	718-684-3246
Mabijo.....	271	718-893-1640
M & R Tomato Distributors, Inc.....	149-151	718-589-8500
M & R Trading.....	309	718-589-8500
Mr Sprout.....	266-268	718-893-1717
Margiotta, J. Company, Inc.....	100-105	718-378-5800
Mendez Int'l. Tropical Fruit & Veg.....	152, 158-162	718-893-0100
Nathel & Nathel, Inc.....	347-350, 354-364	
	367-368, 465-468	718-991-6050
National Farm Wholesale Corp.....	434-437	718-617-6229
Okun, Morris, Inc.....	205-220, 429-433	718-589-7700
Pan Hellenic Food Corp.....	440-444	718-328-8654
Porricelli, Ciro.....	342	718-893-6000
Renella, J. Produce, Inc.....	351	718-991-4210
Rothman, D.M. Co., Inc.....	106-109	718-991-4920
Rubin Bros. Produce Corp.....	147-148, 269-270, 272-274	718-589-3200
Top Banana LLC.....	413-420	718-328-6700
A. J. Trucco, Inc.....	337, 343-344	718-893-3060
Yola Produce.....	371	516-292-8821

# HUNTS POINT TERMINAL PRODUCE CO-OPERATIVE MARKET DIRECTORY

RUBIN BROS.	274	376	E. ARMATA, INC.
	273	375	
	272	374	
MABIJO	271	373	
		372	
RUBIN BROS.	270	371	YOLA
	269	370	E. ARMATA, INC.
		369	

168		
167		
166	GOLD MEDAL PROD.	
165		
164		
163		
162	MELENDEZ	
161	INTERNATIONAL	
160	TROPICAL FRUIT	
159	& VEG	
158		
157		
156	S. KATZMAN	
155	PRODUCE INC.	
154		
153		
152	MELENDEZ INT'L FRUIT & VEG	
151	M & R TOMATO	
150	DISTRIBUTORS	
149	INC.	
148	RUBIN BROS.	
147	PRODUCE CORP.	

MR SPROUT	268	368	NATHEL & NATHEL
	267	367	
	266	366	RIGHT CHOICE
	265	365	NATHEL & NATHEL
	264	364	
KATZMAN BERRY CORP.	263	363	
	262	362	
	261	361	NATHEL & NATHEL
	260	360	
FRESCO LLC	259	359	
	258	358	
	257	357	
FIERMAN PRODUCE EXCHANGE INC.	256	356	
	255	355	
	254	354	
	253	353	KOREAN FARMS
	252	352	
	251	351	J. RENELLA
	250	350	
COOSEMANS	249	349	
FIERMAN PRODUCE	248	348	NATHEL & NATHEL
	247	347	

376	E. ARMATA, INC.
375	
374	
373	
372	
371	YOLA
370	E. ARMATA, INC.
369	

NATHEL & NATHEL	468
	467
	466
	465
HENRY HAAS, INC.	464
	463
	462
	461
	460
	459
	458
A&J PRODUCE CORP.	457
	456
	455
	454
	453
	452
	451
	450
GEORGALLAS TOMATO & PRODUCE	449
	448
	447

144		
143		
142	A & J PRODUCE CORP.	
141		
140		
139		
138		
137		
136	LUNA FRESH GREENHOUSE CORP.	
135		
134		
133		
132		
131	A & J PRODUCE CORP.	
130		
129		
128		
127		
126		
125	CM PRODUCE LLC	
124		
123		

COOSEMANS NEW YORK	244	344	A.J. TRUCCO, INC.
	243	343	
	242	342	JERRY PORRICELLI PRODUCE
	241	341	
C AND J PRODUCE	240	340	E. ARMATA, INC.
	239	339	
	238	338	
BEST TROPICAL	237	337	A.J. TRUCCO, INC.
	236	336	
LEE LOI INDUSTRIES, INC.	235	335	
	234	334	D'ARRIGO BROS.
	233	333	
	232	332	
	231	331	ISSAM KANAWI
LBD	230	330	
	229	329	
	228	328	D'ARRIGO BROS. COMPANY OF NEW YORK, INC
	227	327	
	226	326	
	225	325	
ALPHAS CORP.	224	324	
	223	323	

344	A.J. TRUCCO, INC.
343	
342	JERRY PORRICELLI PRODUCE
341	
340	E. ARMATA, INC.
339	
338	
337	A.J. TRUCCO, INC.
336	
335	
334	D'ARRIGO BROS.
333	
332	
331	ISSAM KANAWI
330	
329	
328	D'ARRIGO BROS. COMPANY OF NEW YORK, INC
327	
326	
325	
324	
323	

PAN HELLENIC	444
	443
	442
	441
	440
JUNIORS PRODUCE INC.	439
	438
	437
NATIONAL FARM WHOLESALE CORP	436
	435
	434
	433
MORRIS OKUN INC.	432
	431
	430
	429
	428
S. KATZMAN PRODUCE EAST, INC.	427
	426
	425
	424
	423

120		
119		
118	E. ARMATA INC.	
117		
116		
115		
114		
113		
112		
111		
110	AFL.HOTHOUSE	
109		
108	D.M. ROTHMAN CO. INC.	
107		
106		
105		
104		
103	J. MARGIOTTA	
102		
101		
100		

MORRIS OKUN INC.	212	312	D'ARRIGO BROS. COMPANY OF NEW YORK, INC.
	211	311	
	210	310	
	209	309	M&R TRADING
	208	308	
	207	307	
	206	306	D'ARRIGO BROS. COMPANY OF NEW YORK, INC
	205	305	
	204	304	
FRUITCO INC.	203	303	
	202	302	
	201	301	
	200	300	PTTERM FOOD

320	D'ARRIGO BROS. COMPANY OF NEW YORK, INC.
319	
318	
317	
316	
315	
314	
313	
312	
311	
310	
309	M&R TRADING
308	
307	
306	D'ARRIGO BROS. COMPANY OF NEW YORK, INC
305	
304	
303	
302	
301	
300	PTTERM FOOD

TOP BANANA	420
	419
	418
	417
	416
	415
	414
	413
	412
COCHRAN ROBERT. T. CO., INC	411
	410
	409
	408
	407
	406
LBD	405
	404
	403
CHAIN PRODUCE	402
	401
	400



# More Than Words



## We Define Them.

Chris Armata • Paul Armata • John Acompora  
Nick Armata • Michael Armata

*Eastern/Nogales Veg:* Frank Mueller, Stu Freed • *Fruit:* John Acompora  
*Western Veg:* Paul Armata • *Berries:* Chris Armata, Dennis Cohen  
*Tomatoes:* Louis Solomon • *Watermelons:* Rich Comunale  
*Specialties:* Eric Mitchnick • *Distribution Sales:* Frank Schembri  
*Traffic & Logistics:* Joseph E. Eisinger

Units 111-120, Row A | Units 338-341, 369-370 & 372-376, Row C  
New York City Terminal Market, Bronx, NY 10474  
718.991.5600 | 800.223.8070 | fax: 718.991.1599 | [www.earmata.com](http://www.earmata.com)





# We Didn't Invent The Wheel, We Just Perfected It.



**“The Spoke-and-Hub model is a system that is used to *simplify* a network of routes.”**

Revolutionizing the way you buy produce:

- Fresher High Quality Produce
- Less Shrink
- Professional Customer Service
- Warehousing, Staging, Repackaging, Ripening, Transportation, Inventory Control
- Better Pricing, Better Value

HUNTS POINT  
PRODUCE MARKET

*Where the Farmers Go To Market*

**WWW.HUNTSPOINTPRODUCEMKT.COM • 718-589-4095**



# Increasing Off-Season Sales For Figs And Dates

Implementing a variety of techniques can strengthen popularity and bottomlines. **BY LIZZ SCHUMER**



Marketers say it's important to explain to consumers that dried figs and dates are nutrient-dense with fiber, calcium and potassium.

**W**hen most people think figs, they think of figgy pudding, Christmas cards and softly falling snow. Dates, well, those are the awkward dinners and sweaty palms; the sweet, shelf-stable fruit can be viewed as a confusing fruit to consumers. The challenge is overcoming these consumer preconceptions to get these healthful dried fruits off the shelf and into consumer carts.

## The Mission For Figs

"Figs are a very trendy and popular item right now," says Linda Cain, president of marketing for Valley Fig Growers, Inc. in Fresno, CA. "Dried fruit, as a segment, is either flat or declining, but figs are on the rise. We actually have consumers coming and looking for us."

Figs, she explains, are the oldest fruit in the world, with 600-800 varieties. The fruits are grown on every continent except Antarctica, although Fresno and the Mediterranean are most ideal because of their hot, relatively dry climates. Since the fruit is dried on the tree, it needs a special temperature and humidity point to reach its ideal sugar content, so

American-grown figs are not only low in carbon footprint, but high in quality and historical significance, too.

"There is also a sort of romantic history attached to figs," says Nick Pacia, president of A.J. Trucco Inc. in the Bronx, NY. "Figs were one of the primary food sources for the ancient Romans. This history enhances the experience of eating figs. They aren't just another produce item; they are timeless, special and delicious."

In addition to the romance factor, both figs and dates have nutritional benefits that distributors say are good for the consumer and prime for sales.

Cain says figs are "nutrient-dense, with more fiber than prunes, more calcium than milk, and more potassium than bananas; plus they taste great. There's no added sugar, they're gluten-free, vegan, no sodium and no fat. No matter what your dietary need, figs fit."

"They're really great, tasty items that people should be eating more of, and they're starting to take notice," she adds.

Pacia says growing figs as a commodity is worthwhile because the fruit is not only "lusciously sweet," but also a good source of potassium and fiber.

## Dates: It's All About Presentation

Dates, interestingly enough, offer similar nutritional benefits, also providing fiber and potassium, according to Ben Antongiovanni, sales manager of Atlas Produce and Distribution, based in Bakersfield, CA.

The problem is that figs and dates present aesthetic challenges on the shelf, notes TOPS Markets' produce and floral manager, Jeff Cady.

"We've had great success with the clamshell; they're displayed nicely, and we're up 200 percent in fresh figs," he says. "In the dried sector, we're up at least 25 percent, but at the end of the day, it's still a date. It's still a fig. Let's face it: you can put lipstick on a pig, but you've got to work with what you've got."

Because of that challenge, he says point-of-sale efforts have been "hit and miss," but education is the most important aspect of the business, from his perspective.

"They're super healthy for you," he notes. "They may not be the best-looking, but we've got to educate people that they're really good."

To highlight those health attributes, dates can be displayed in conjunction with bananas as well as dried fruits, a segment Cady's department took over just a year ago, and has been working to optimize ever since. In addi-





**Sun Date**  
The Best Dates  
Under the Sun

California Medjool  
Deglet Noor  
Contact: DJ Ryan  
760-391-5400  
www.sundateusa.com  
85215 Avenue Fifty Coachella, CA



**producebusiness**  
MARKETING • MERCHANDISING • MANAGEMENT • PROMOTION

**producebusiness**  
MEET THE CLASS OF 2014

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](http://www.producebusiness.com)  
or call 561-994-1118

**“We use a lot of cross-merchandising, recipes, putting little tidbits on displays that help people know how to use it. We continue to educate people. Dates and figs can be scary to look at, but when people try them, they’re sold.”**

— Jeff Cady, TOPS Markets

tion, their low glycemic index has led to successful marketing in conjunction with the American Dietetic Association, according to Lorrie Cooper, manager for the California Date Administrative Committee (CDAC), based in Indio, CA.

The fruit has also been used as a natural weight-maintenance tool as well, and can be used as a digestive regulator, due to its high fiber content. Dates contain calcium, iron, phosphorus, sodium, potassium, magnesium and zinc, as well as a long list of vitamins and of course, the soluble fiber. According to the American Cancer Society, dates can be an excellent food for heart health, digestive regulation and to prevent anemia, due to high iron concentration.

**Merchandising Factors**

Experts agree the best tactic to merchandise dates and figs is to highlight the nutritional health benefits in the sales pitch.

“Think about it like kale, flax seeds, or chai seeds,” advises TOPS’ Cady. “We’ve seen dates growing for the past two and three years. Five years ago, kale was a garnish. No one was eating it. Now, it’s the main ingredient in your juices, salads — you name it. Think about dates the same way.”

Sources agree placement is also important, since figs and dates are still seen as seasonal or specialty items in most parts of the country. Cain notes research shows figs are purchased as an impulse item 60 percent of the time, with 40 percent of shoppers planning to pick up the fruit. Dates, according to Cooper, are trending toward less seasonal, but are still considered specialty, which can deter some customers.

“Some consumers shy away from purchasing dates, whether it be because of the specialty food label given to them, or because they are considered to be too sweet to eat in their whole form,” says Cooper.

She recommends placing them with the bananas and dried fruit, since the health benefits are similar, but also cautions year-round display is key.

“We pump up our dates around baking season, starting at Labor Day,” says Cady. “That time of year, we may have 18 SKUs; now we probably have 9, and that’s a lot more than we had a few years ago. In the summer, we put them near the soft fruits, and the diced salad items to encourage people to pair it that way.”

Atlas’ Antongiovanni agrees, but says eye-level placement boosts sales, as well. “We tell our retailers to merchandise dates year-round. The best place to display them is at eye level. Once they hit the lower shelves, sales drop dramatically,” he says. “Dates are an impulse buy and need to be seen. The best place to put them is in the middle of the bananas,” because consumers looking for high-potassium foods can make it a one-stop shop, associating the more exotic date with the familiar yellow fruit.

As for figs, dual-placement has had success nationwide, notes Cain. “Fifty percent of the time, in the stores we work with, they’ll do some dual placement with the produce and grocery and also in the cheese department,” she says, noting the natural flavor complements make those sections a match made in heaven.

“They’re a no-shrink item with a two-year shelf life. If you put them in the produce department, they’re not usually on a person’s grocery list,” says Cain. “They’re very complementary with a lot of other fruit items, and we do a lot of ready-displays, as well as package in trays, cups, bags, whatever fits the display best.”

The figs’ versatility means it can be placed in a correspondingly wide variety of places, hitting the consumer’s eye, and shopping cart, from several directions.

“We use a lot of cross-merchandising, recipes, putting little tidbits on displays that help people know how to use it,” says Cady. “We continue to educate people. Dates and figs can be scary to look at, but when people try them, they’re sold.”

Antongiovanni agrees that for dates, both taste and packaging is important. Since the dates are darker in color and may otherwise fade into the background, he recommends



# Purveyor of Fresh FIGS!!

Western Fresh Marketing est. 1995 is a shipper of fresh fruit, both imported and domestic. We specialize in Fresh Fig, Kiwifruit, Asian Pears, Persimmons, and tropical products like Hawaiian Papaya and Ginger Root. We have offices in Chile, Italy, California and Michigan representing growers worldwide. We ship our produce from east coast (New Jersey) and west coast (California).



WESTERN FRESH MARKETING



Madera, CA 93637

Contact us at

(888) 820-2011 for Chris, Joel or Roedell and (888) 820-0001 for Susan or George

[www.westernfreshmarketing.com](http://www.westernfreshmarketing.com)



**“Another important part of marketing figs is to think outside of the box with respect to cross-merchandising.**

**In addition to displaying them in the produce section with other fruits, try creating a display with other items that belong on a cheese plate, or along with other ingredients for a tasty appetizer.”**

— Nick Pacia, A.J. Trucco, Inc.

placing them next to the berries, especially when packaged in clamshells and tubs.

“The packaging is similar and retailers can build an eye-catching display using the dark color of the dates with bright colored strawberries and blueberries,” he says.

Cady says he saw a 200 percent rise in sales because of packaging, and that he finds educational displays also help get customers to pick up the product.

“Another important part of marketing figs is to think outside of the box with respect to cross-merchandising,” notes Pacia. “In addition to displaying them in the produce section with other fruits, try creating a display with other items that belong on a cheese plate, or along with other ingredients for a tasty appetizer.”

The CDAC’s Cooper says the health benefits of dates are the most important to highlight, since people are catching on to their benefits, especially in concert with other foods.

“With the popularity of the healthy fruit bars in recent years, dates have gained some momentum as an ingredient,” says Cooper. “They provide sweetness through their natural sugars and contribute to the nutritional value of the fruit bar.”

But when marketing dates on their own, place them near foods that consumers might already pick up. Using recipes, as well as the tips and tricks the Commission provides on its website, can also bring success.

“Some consumers shy away from



PHOTO COURTESY OF ATLAS PRODUCE AND DISTRIBUTION

purchasing dates, whether it be because of the specialty food label given to them, or because they are considered to be too sweet to eat in their whole form,” she says. In that sense, education is important. “Though many consumers enjoy eating dates out of hand, for some, adding bleu cheese or Gorgonzola cheese can reduce the sweet taste. Dates also add great flavor to many recipes including salads, soups, gravies, sauces and more.”

### The Sampling Route

Sampling is also another method of introducing dates and figs to hesitant shoppers. “The most important way to market figs is to do samplings,” says Pacia. He adds many people have never tried them but once they do, “we find they like them. We can’t stress how important this is.”

While he agrees placement is important, “in order for the marketing of dried fruits to be successful outside of the holiday season, it’s not just about displaying the item, but by giving the consumer ideas on how to use that item during that particular season. Recipe cards, or simple signs can offer the consumer tips on how to use the item. For example, ‘Use dried figs to liven up your cheese plate.’ This type of marketing can trigger better sales,” says Pacia.

Cain, whose company works with public television’s America’s Test Kitchen, among other well-known resources, to develop recipes and promote the product, says she has seen success that way, as well.

“We’ve done a lot of work with recipe developers to figure out how to best use the fruit. They pair great with desserts, pork, seafood and on salads,” she notes. “With our friends at America’s Test Kitchen, we just did a pineapple upside-down cake with figs that was to die for. A simple, introductory way is to

take a little Brie cheese and a fig and wrap it all in bacon. It’s a hit at parties and an easy way to prepare the fruit.”

### Marketing Outside The Store

Finally, the importance of social media can’t be overlooked, especially when it comes to sharing recipes and usage ideas.

Cain says some recipes from Valley Fig Growers have “gone viral” on Pinterest — the one place where home cooks enjoy posting recipes, shopping and health tips, which can then spiral into viral status.

“It’s one of those really motivating fruits; people are enraptured with them,” says Cain. “Recipes, ads, social media, etc. are all great sources for people to get information.”

Whole Foods Market is one retailer she mentions that does “a really fantastic job” of using social media to promote its lesser-known products. For example, the Facebook page for Whole Foods/Milwaukee recently posted a photo of its fresh Mission figs and announced that the store is now carrying them. The Status post encourages the store’s fans to try the “moist and juicy, tasty and sweet . . . perfect natural treat!”

Cady explains before the social media boom, if you wanted to try a new food you would have to spend the cash to find out if you liked the item. “Now, you can go online, check out your product, and see what it’s about. There are cooking shows, food television, all kinds of ways for the foodies to see what’s out there.”

When it comes to figs and dates, it’s all about the perfect storm. Placement, packaging, recipes, sampling and lately, online promotions, can all combine to get figs and dates out of the specialty section, off the seasonal list and into the hands of both pedestrian and adventurous eaters. **pb**



## USE LOCAL INTEREST TO TEACH ABOUT PRODUCE



**F**or the past couple of years there has been increasing interest in local produce. This phenomenon is driven by several factors including sustainability, carbon footprint, and a lack of knowledge about agriculture in general by the consuming public — especially the younger generations. Retail management has taken this to be a valuable new marketing ploy that can identify their operations as superior

because of the use of local produce and the promotion of local growers. They believe this is a new fad — something that breaks new ground for their operations and the perception of the consumer. Since local produce has been a fixture in the industry for many, many years, this is another instance where “they just don’t get it!”

Local produce has been available for as long as there have been retail stores. Local produce, during local growing season, has always been in demand and has been used to provide the freshest possible produce. In addition, the product is available at a cheaper cost since there are minimal freight charges due to the close proximity of the product. In all, it makes perfect sense to use local product in season as much as possible and this has been done

for decades. Yet it seems in the minds of retail management, and the consumer, that this is a new phenomenon. It has dominated the news media for the past 18 months with the fervor of a new way to engage the consuming public and help save the environment.

The reason for this sudden infatuation with local produce is because while every retailer has been using local produce for decades, the vast majority has done a very poor job of letting consumers know that they were using local product. Additionally, as a society, the past few generations are largely ignorant of how food (produce specifically) is grown in the country and where the major growing areas are. This is due to the lack of education on the subject within our public schools and to a lesser extent private institutions. The standard exposure to agriculture and home economics has been omitted from general courses, thus not exposing students at any time during their education to how food and agriculture work within the United States. Too often, younger generations have no idea how the food they

consume reaches them with the exception of knowing you go to the grocery store.

It is encouraging for the agricultural community that there is such an interest in locally grown produce. While there has always been a supply of the locally grown products for retailers to use, the increased exposure created additional demand and increased production in these local areas. And, as we have seen, retailers seized this opportunity to show their communities that they are indeed concerned, helping sustain the environment, and improve the fresh items by using local produce. Many retailers are now touting the local growers and identifying where they live, what they produce, and their family history. There are, however, still some misconceptions within the public, especially with the younger generations.

I have seen many occasions where people have misconceptions of what is actually produced “locally.” I have seen many surveys from university students with similar suggestions as to what follows. A student at a large Midwestern university once commented he would like to have “more locally produced fruits and vegetables, such as bananas and pineapples as well as fresh local mangos and avocados, throughout the year.” This type of misconception and misinformation goes right to the heart of the local appeal.

The other area of confusion in the “local” debate is what actually constitutes “locally grown produce.” Questions such as: Is everything produced within the home state local; what is the radius of produce that can be considered local; is everything in California local (this particular question pertains to Washington, Michigan, New York, Florida, Texas, Wisconsin, etc.)?

The industry and retailers, as well as consumers, will continue to struggle with this concept until the industry can provide information, education, and a clear definition of what “local” really means. Such information, while addressing the needs of the consumer for proper subject knowledge, will not diminish the consumers’ desire and fascination with locally grown produce. The industry has an opportunity to capitalize on the interest from consumers and educate them as to what really constitutes “local” produce and where the produce is grown during the rest of the year when “local” is out of season. In this manner, we can take advantage of this interest to enhance and promote the availability year-round of healthful, nutritious produce. **pb**

**The reason for this sudden infatuation with local produce is because while every retailer has been using local produce for decades, the vast majority has done a very poor job of letting consumers know they were using local product.**

**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](mailto:editor@producebusiness.com).



# US EXPORT LONGEVITY WITH EU DEPENDS ON AMERICA'S NEXT MOVE



The U.S. has always been a recognized supplier to the EU markets and noted for its high quality and professionally organized grower and exporter base. It is also known for a number of products that have strong promotional support, funded by the USDA co-operator program.

In the past 10 years, however, things have begun to change considerably. U.S. exporters have started to find new markets in the likes of Russia, Southeast Asia, China and Latin America, as well as weathering the impact of Europe's economic downturn. Consumer tastes have begun to change too, with growth being seen in products such as exotics and berries, as opposed to products such as apples and citrus, where both EU production and imports have remained largely flat over a 10-year period. There has also been the emergence of other new suppliers, who often have lower costs of production, most notably Central America and Eastern Europe. In some sectors, there have been issues with the imposition of non-tariff barriers, such as those on apples.

The EU, as a result, looks to have been downgraded for a number of products in terms of overall importance to the U.S. export sector. When there has been any growth, it has come from relatively minor products in terms of the U.S. export portfolio. The "proof is in the pudding," as they say however, and a short review of some of the key export products begins to show a familiar picture:

- Apple exports to the EU fell over a 10-year period from 28,800 tonnes down to 10,500 tonnes, but actually peaked at just under 40,000 tonnes in the same time period.
- EU imports of grapefruit from the U.S. fell from 114,000 tonnes down to 40,500 tonnes over a 10-year period.
- Exports of U.S. pears to the EU fell from 9,300 tonnes annually to just under 2,000 tonnes per annum over a 10-year period.
- EU imports of U.S. grapes have fallen from 14,300 tonnes per annum to just under 5,000 tonnes over a 10-year period.
- Going against the trend, U.S. exports of strawberries have actually increased from just less than 1,000 tonnes to around 2,500 tonnes in the same period.
- Against the wider trend again, EU imports of U.S. lettuce

increased from around 300 tonnes per annum to less than 1,000 tonnes and peaked at some 3,400 tonnes over the 10-year period. Let's be blunt: U.S. exports overall to the EU, for whatever reason, look to be heading in a one-way direction at the moment. Changing this situation will not be easy and experience shows regaining lost export markets is a difficult job, even if the basic desire to do so is there.

The development of the proposed EU/U.S. Free Trade Agreement could well act as catalyst to change this trend, but still seems some way off. Agriculture could also well be one of the key sticking points in the overall discussions. It has in the past, but it remains to be seen if this will be allowed to hold up developments in other important areas, such as financial services, technology and intellectual property.

The EU still has a number of highly attractive factors though for any export source to consider. Success in the EU is relatively easy to define but much harder in practice to achieve, and revolves around a

number of key factors:

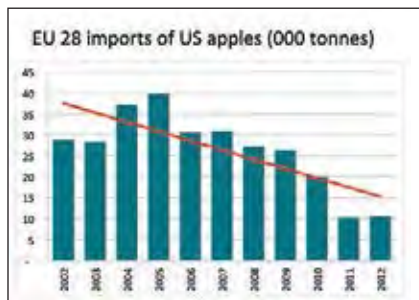
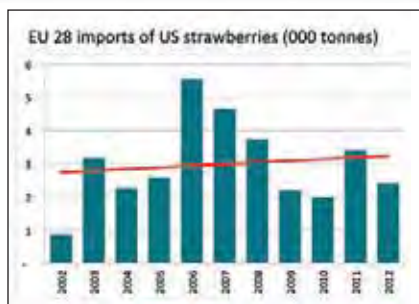
- Security of supply and comparative advantage in terms of production.
- Development of joint ventures and alliances for distribution to meet the needs of a globalized customer base.
- High levels of environmental awareness and good all-round corporate social responsibility credentials.
- A deep understanding of the changing nature of both customer and consumer demand.
- Ongoing development of good agricultural practice techniques and the development of new varieties.
- Excellent quality and high-class logistics are taken as a given in Europe these days regardless of source.

There is a clear need for U.S. exporters to adopt a well-defined portfolio approach to EU markets. With 28 markets to choose from in the EU now, some are bound to be more attractive than others. This approach should be based on the maxim of "how much we want these markets," and just as importantly, "how much they really want the U.S.," and embracing a strategy of

"maintain, build, invest or lastly, treat as opportunistic only." Working out where Europe fits into the U.S. export effort alongside other export markets might be the greatest challenge of all for the U.S. fruit supply chain in the coming years.

**pb**

**Working out where Europe fits into the U.S. export effort alongside other export markets might be the greatest challenge of all for the U.S. fruit supply chain in the coming years.**



**John Giles**

John Giles is a Divisional Director with Promar International, a leading agri food value chain consulting company and a subsidiary of Genus PLC. He is also the current Chair of the Food, Drink & Agricultural Group of the UK-based Chartered Institute of Marketing.



Receive supplier information fast by using the **PRODUCE BUSINESS Information Showcase**. Here's how:  
Contact the advertiser directly via the website, email, or phone listed in the ad.

COMPANY	PAGE #	PHONE	WEBSITE
Louis J. Acompora Foundation	155	800-223-8070	www.LA12.org
Anthony Vineyards, Inc.	160	661-858-8300	www.anthonylvineyards.com
Anthony Vineyards, Inc.	142	661-858-8300	www.anthonylvineyards.com
E. Armata, Inc.	157	800-223-8070	www.earmata.com
Asociacion Mexicana de Horticultura Protegida A.C.	72-73	667-715-5830	www.amhpac.org
Maurice A. Auerbach, Inc.	77	201-807-9292	www.auerpak.com
Maurice A. Auerbach, Inc.	139	201-807-9292	www.auerpak.com
Babe Farms, Inc.	142	800-648-6772	www.babefarms.com
Baldor Specialty Foods, Inc.	127	718-860-9100	www.baldorfood.com
Blue Book Services	7	630-668-3500	www.producebluebook.com
California Avocado Commission	5	800-344-4333	www.californiaavocado.com/retail
Capespan North America	47	856-742-5446	www.capespan.com
Capital City Fruit Co., Inc.	31	515-981-5111	www.capitalcityfruit.com
CarbAmericas	143	954-786-0000	www.carbamericas.com
Castle Rock Vineyards	142	661-721-8717	www.castlerockvineyards.com
C.H. Robinson Worldwide, Inc.	57	877-679-2933	www.gloryfoods.com
Chilean Fresh Fruit Assoc.	45	916-927-1217	www.fruitsfromchile.com
Christopher Ranch	77	408-847-1100	www.christopherranch.com
Church Brothers, LLC	144	831-796-1000	www.churchbrothers.com
Church Brothers, LLC	70	831-796-1000	www.churchbrothers.com
Robt. T. Cochran & Co., Incorporated	96	718-991-2340	www.rtcocoran.com
Concord Foods	84	508-580-1700	www.concordfoods.com
Coosemans New York, Inc.	121	718-328-3060	www.coosemans.com
Country Fresh Mushroom Co.	142	610-268-3043	www.countryfreshmushrooms.com
D'Arigo Bros. Co. of New York	100-101	800-223-8080	www.darrigony.com
Del Monte Fresh Produce	168	800-950-3683	www.freshdelmonte.com
Del Monte Fresh Produce	60-61	800-950-3683	www.freshdelmonte.com
Dole Fresh Fruit Company	2	818-879-6600	www.dole.com
Dorot Farm	142	516-882-2018	www.dorotfarm.com
dProduce Man Software	52	888-PRODMAN	www.dproduceman.com
Duda Farm Fresh Foods	62-63	561-978-5714	www.dudafresh.com
Eastern Propak, LLC	143	856-881-3553	www.easternpropak.biz
EDF Nogales-Santa Cruz County Economic Development	16-17	520-287-3671	www.nogalesport.org
Eli & Ali's Organic and Specialty Produce	111	718-389-2100	www.eliandali.com
Exp Group LLC	135	201-662-2001	www.expgroup.us
Fierman Produce Exchange	87	718-893-1640	
Floral Business	167	561-994-1118	www.floralbusinessmagazine.com
Fresco LLC	103	718-589-5000	www.frescocony.com
Fresh Origins, LLC	145	760-736-4072	www.freshorigins.com
Genpro Transportation Services, Inc.	130	800-243-6770	www.genproinc.com
Giorgio Fresh Co.	91	800-330-5711	www.giorgiofresh.com
Gourmet Specialty Imports LLC	146	610-345-1113	
GPOD of Idaho	138	208-357-7691	www.gpodpotatoes.com
Grimmway Farms	64-65	661-845-9435	www.grimmway.com
A. Gurda Produce Farms	91	845-258-4422	www.agurdaproduce.com
Harris Consulting Solutions	52	269-903-7481	
Hess Brothers Fruit Co.	143	717-656-2631	www.hessbros.com
Hood River Cherry Company	34	541-386-2183	www.hrcherrycompany.com
House Foods America Corporation	136	714-901-4350	www.house-foods.com
Hunts Point Terminal Co-Op Assn.	158	718-542-2944	www.huntspointproduce.com
Hunts Point Terminal Co-Op Assn.	156	718-542-2944	www.huntspointproduce.com

COMPANY	PAGE #	PHONE	WEBSITE
I Love Produce LLC	145	610-869-4664	www.iloveproduce.com
I Love Produce LLC	77	610-869-4664	www.iloveproduce.com
Interrupcion Fair Trade	141	718-417-4076	www.tastemedogood.com
S. Katzman Produce	109	718-991-4700	www.katzmanproduce.com
Kern Ridge Growers, LLC	143	661-854-3156	www.kernridge.com
Kerry's Kitchen Gardens Inc	78	305-247-7096	
Keystone Fruit Marketing, Inc.	144	717-597-2112	www.keystonefruit.com
LBD Produce Inc.	90	718-991-2100	
LD Logistics	99	718-589-7877	
Lucky's Real Tomatoes	85	718-383-2580	www.luckytomatoes.com
M & R Tomato Distributors	98	718-589-8500	www.mrtomatodistr.com
Mann Packing Company, Inc.	13	800-884-6266	www.veggiesmadeeasy.com
Mann Packing Company, Inc.	66-67	800-884-6266	www.veggiesmadeeasy.com
Melissa's/World Variety Produce, Inc.	144	800-468-7111	www.melissas.com
MIXTEC Group	30	626-440-7077	www.mixtec.net
Morris Okun, Inc.	113	718-589-7700	www.morrisokun.com
Nathel & Nathel	116-117	718-991-6050	www.nnproduce.net
Naturipe Berry Growers	68-69	831-722-3505	www.naturipefarms.com
New England Produce Council	58	781-273-0444	www.newenglandproduce.com
New Jersey Department of Agriculture	125	609-292-8853	www.jerseyfresh.nj.gov
New Jersey Peach Promotion Council	41	973-744-6090	www.jerseypeaches.com
New York Apple Association, Inc.	81	585-924-2171	www.nyapplecountry.com
Niagara Fresh Fruit Co.	142	716-778-7631	www.niagarafreshfruit.com
Pacific Tomato Growers	145	209-450-9810	www.sunripeproduce.com
Peri & Sons Farms	31	775-463-4444	www.periandsons.com
Peter's Fruit Company	105	631-924-0300	www.petersfruit.com
Jerry Porricelli Produce	89	718-893-6000	www.porricelli.com
Produce for Better Health Foundation	71	302-235-2329	www.pbhfoundation.org
Produce Marketing Association	49	302-738-7100	www.pma.com
Produce Marketing Association	38-39	302-738-7100	www.freshsummit.com
Produce Pro Software	51	630-395-9600	www.producepro.com
Produce Pro Software	30	630-395-9600	www.producepro.com
R Best Produce Inc.	107	516-705-0800	www.rbest.com
Red Blossom Farms	146	805-981-1839	www.redblossom.com
J. Renella Produce, Inc.	104	718-991-4210	
Rice Fruit Company	146	800-627-3359	www.ricefruit.com
RLB Food Distributors	119	973-575-9526	www.rlbfood.com
RockHedge Herb Farm	144	845-677-6726	www.rockhedgeherbs.com
Silver Creek Software	53	208-388-4555	www.silvercreek.com
Southern Specialties	145	954-784-6500	www.southernspecialties.com
Southwind Farms	15	208-436-8164	www.southwindpotatoes.com
Spice World, Inc.	75	800-433-4979	www.spiceworldinc.com
Spice World, Inc.	76	800-433-4979	www.spiceworldinc.com
Sunkist Growers, Inc.	27	818-986-4800	www.sunkist.com
Sunview Marketing International	146	661-792-3145	www.sunviewmarketing.com
Target Interstate Systems, Inc.	88	800-338-2743	www.targetinterstate.com
Top Banana	95	718-328-6700	www.topbananany.com
Top Katz, LLC	94	718-861-1933	www.topkatz.com
A.J. Trucco, Inc.	97	866-AJTRUCCO	www.truccodirect.com
United Fresh Produce Association	23	202-303-3400	www.unitedfresh.org
The USA Bouquet Co.	18	800-306-1071	www.usabq.com
Vision Import Group LLC	83	201-968-1190	www.visionimportgroup.com
Vision Produce LA	83	201-968-1190	www.visionimportgroup.com
Western Fresh Marketing	161	559-662-0301	www.westernfreshmarketing.com





## **BIRTH OF A PRODUCE MECCA**

**I**n March of 1967, Sal Vacca, president of A.J. Trucco Inc., was in Europe on a business trip preparing for red onion season; Richard Cochran, president of Robt. T. Cochran & Co., was in high school; Marc Rubin, president of Rubin Bros. was a 22-year-old picking up a produce delivery; and Jack Tambor, co-founder of M&R Tomatoes (who has since passed) was in the Bronx taking this picture and listening to Mayor John V. Lindsay make his inaugural speech to past and present vendors of the new food distribution hub — the Hunts Point Terminal Produce Market. Little did these wholesalers — who all still have vibrant operations in Hunts Point — know how much the Market would impact New York's economy over the years.

The nucleus of the Market actually formed in the nineteenth century with the Washington Market, located on Washington Street on the west side of Lower Manhattan. In 1929, the Bronx Terminal Market was built and served to make deliveries easier to and from the Washington Mar-

ket. The Bronx, because of its central location, roadway connections to Queens and New Jersey, and railroad access for shippers, made it an ideal area to expand produce operations — especially since plans for the World Trade Center's Twin Towers were coming to fruition.

By March 6, 1967, the New York City Terminal Market in Hunts Point officially opened. It's hard to believe that the "marshy no-man's land on the shores of the Bronx River" (as *The New York Times* once described Hunts Point) became a produce mecca that has product coming from 49 states and 55 countries.

Many vendors have come and gone or even merged and mutated since opening day of the Market. It's clear that the businesses located on 113 acres and serving more than 25 million people around the world have made a huge imprint on the produce business. So too have the men and women behind the scenes of those businesses built a prosperous future for generations to come.

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](mailto:info@producebusiness.com)



# floralbusiness magazine

MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

a publication of producebusiness

WWW.FLORALBUSINESSMAGAZINE.COM

## 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](http://www.FloralBusinessMagazine.com)







## Your Sides

These days, many of your restaurant's patrons crave healthy side options with their entrees.

Del Monte Fresh has the perfect solution with our Fresh Cut Fruits and Vegetables.

Our pre-cut, packaged fruits and veggies allow you to save valuable time in the kitchen and reduce waste.

So cut yourself a break. Let Del Monte Fresh do the work for you.



[www.freshdelmonte.com](http://www.freshdelmonte.com) | 1.800.950.3683 | [www.fruits.com](http://www.fruits.com)