

The

Bite Size Info for the Produce Industry

SNACK

4th Edition

PMA 2013

*Retailers
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{ GEN Y =
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WORKFORCE
BY 2015 }



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Total US Dollar Sales Growth**

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* Fastest growing brand in 10 of the top 20 vegetable categories

** Green Giant® Fresh brand \$ sales vs. comparable Total US category \$ sales

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Published by Vantage Point Media, the Creators of AndNowUKnow



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WE LOVE PRODUCE



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WTF DO I DO WITH Broccolini?

(WHAT THE FORK)



BALSAMIC BROCCOLINI®

- 2 bunches Mann's Broccolini®
- 2 cups Canola oil
- 1 tbsp Olive oil
- 2 Tbsp Garlic, chopped
- 1/2 cup Balsamic glaze, (1/2 c Balsamic Vinegar, 1 tsp cornstarch w/ H2O). Boil vinegar, add starch, stir until thickened.

In a large sauté pan, heat Canola Oil until hot. Place another sauté pan on a separate burner. Drop Broccolini into hot oil and quickly blanch for 30-40 seconds. Transfer Broccolini to other sauté pan & add Olive Oil, Chopped Garlic, Broccolini & Balsamic Glaze. Toss to coat. Broccolini® florets might get crunchy! Add Salt & Pepper to taste. Serve immediately! Serve equally separated amounts of Cauliflower Puree & Broccolini with Grilled Skirt Steak over the top. Enjoy! Chef Todd Fisher, Hullabaloo restaurant



WTF

(WHAT THE FORK)

DO I DO WITH Grape Tomatoes?

NATURE FRESH FARMS SIGNATURE SALAD

- | | |
|------------------------------------|--|
| 2 Orange Sweet Bell Pepper | 2-1/2 cups Feta Cheese Crumbled |
| 1 Yellow Sweet Bell Pepper | Dressing |
| 2 Red Sweet Bell Peppers | 30ml Light Tasting Olive Oil |
| 6 Orange Grape Tomatoes | 100ml White (condiment with) |
| 6 Yellow Grape Tomatoes | Balsamic Vinegar |
| 6 Red Grape Tomatoes | 1/2 tsp Salt |
| 1 Seedless Cucumber | 1/8 tsp Pepper |
| 1 Sweet White Onion Thinly Sliced | 1 tsp Dried Oregano |
| 4 Large Fresh Basil Leaves Chopped | 1 Medium Sized Piece of Garlic Crushed |

Core the peppers removing all seeds, dice into 1.5"x 1.5" squares, wash & cut peppers in a strainer and let sit while you are cutting the other vegetables. Wash and cut in half all grape tomatoes, place in the strainer with the peppers. Peel the cucumber, I like to peel a strip off then leave a strip of skin to add colour, cut in half long ways, wash and then chop 1/4" thick. Add the crumbled feta cheese, sliced onion, and chopped basil to the salad.

Dressing

In a sealable container put the crushed garlic, olive oil, vinegar, salt, pepper, and oregano, shake then add to salad. Toss until everything is well mixed. For garnish you can add a couple fresh basil leaves ready to serve - preparation time 10 minutes!

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Offer your consumers a new twist on traditional recipes with the Klondike Rose potato. This red-skinned potato with a heart of gold features a creamy, golden texture and buttery flavor that's sure to please. One bite, and you'll have them coming back for more.



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LONGO'S

MIMMO FRANZONE

By Jordan Okumura



The man loves beats and beets. It isn't a joke. Does one inform the other? You'll have to ask the man himself. Mimmo Franzone, Director of Produce and Floral, Longo Brothers Fruit Markets Inc. isn't your average bear. The produce procurer has had quite a unique evolution, branding himself as both a world class DJ and now as produce aficionado.

Mimmo has managed to balance his two passions over the years, creating an equilibrium between his enthusiasm for the 'fresh' market in which he was raised and the DJ arts. But the 'produce passionate' always return to their roots, he tells me.

Mimmo's love for produce started at an early age as a young Toronto native trimming lettuce at La Standa Supermarket in Toronto under the weight of a heavy Summer sky. The thirteen year old produce clerk was a veteran at that point, clamoring around his father's ankles as a child in the Ontario Food Terminal during school breaks and on weekends. Mimmo's father introduced him to produce through the family business, Global Produce Sales, which he ran with Mimmo's uncle. No wonder the Toronto native has had a proclivity for produce and people...they have always been in his blood.

Mimmo has been in the fresh produce industry for 22 years. Even when he went away to Seneca College to study marketing, he always

came back to work alongside his father. And when he felt the itch for the DJ Arts and Trebas Institute, he never left his passion for produce, food and cooking far behind. After finishing school and while working at the food terminal with less than favorable hours, he decided that maybe the perfect blend of his passion for the business and for the people could best be realized in retail. Family owned Longo's felt like it could offer the perfect fit and after a long conversation with Mike Longo, Mimmo joined the team. Mimmo now oversees the entire produce and floral program, which includes both operations and merchandising. All the way from procurement to the consumer, this fresh expert brings his expertise to the scope of the program.

"The company aligns with both my family and business values. The company treats their colleagues, team members and vendors with a mutual respect and trustworthiness that I believe is necessary for a business to thrive in any community," Mimmo tells me.

Community is an important word to Mimmo which prevails throughout his notion of fresh produce. Relationships are vital, he tells me, both internally and externally. "The people in this industry are second to none," he notes. "It's the value we place in our relationships that sets us apart. Treat your vendor partners how you would want to be treated."



"It's the value we place in our relationships that sets us apart. Treat your vendor partners how you would want to be treated."

Longo's, Director of Produce and Floral

As the music fades on his former life as a DJ and a sound artist, Mimmo now focuses on growing as the Director of Produce and Floral and making Longo's a leader in innovation with fresh foods. What inspires him about our industry is akin to his love for music and rhythm. It's about people working with their minds, their hands and listening to create something real—and it fuels their life. After all, to achieve greatness in either discipline requires patience, practice, persistence and most importantly passion. These are the very qualities that made him who he is today. They are the same qualities that drive him now.

The beets and beats are so similar in many ways. It all sounds good to Mimmo.

HALLOWEEN IS HERE!



We're picking red, black and green for Halloween! Which means our Harvest Hobgoblin program is ready to come out of the shadows and into produce aisles everywhere. Premium California Table Grapes are crispy sweet and sure to treat, so scare up some sales today!



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GAME OF PHONES

by Whit Grebitus



It's become a societal norm; the kid with his mother's smartphone, weaving in and out of supermarket aisles, barely dodging oncoming shopping carts. Their minds wrapped in wonder, padding along next to the cart, tapping and swiping away. Totally engaged in playing the game, focused on getting to that next level, trying to beat the high score. Doubtlessly walking into display signs, other shoppers, maybe even other kids playing games on their smartphones.

This is a good thing.

And, for your company, this could be a great thing.

New technology is allowing companies to reach their customers in ways that were unheard of less than 5 years ago. With the advent of mobile apps for smartphones, an entirely new marketing arena was created. You bring out the smartphone, go to the App Store, enter a password and download any app, or game, of your choosing. Or, in this case, your child's choosing. But, in an entirely appropriate fashion for the Now Generation. Even going through the hassle of downloading an app and entering your (or Mom's) password is too much trouble. This brings us to HTML5.

HTML5 is a computer language that is used to

structure and present content from the Web seamlessly across all platforms: desktops, phones and tablets. Along with streamlining the often tricky work that developers encounter when designing a website, **HTML5 has quickly become the rage with game developers.** Mobile phone and tablet use is exploding, and many marketing firms are rushing to capitalize on this new medium.

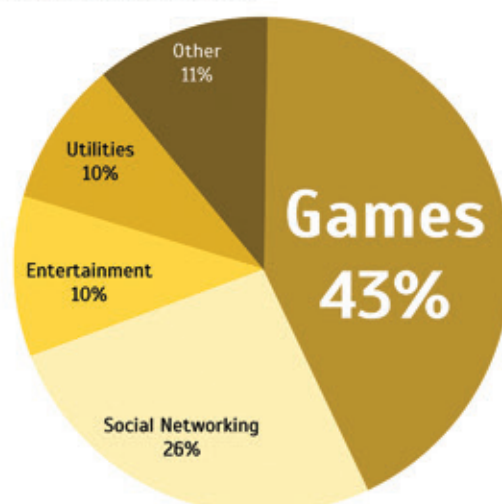
Over 43% of all mobile data is game-related.

Therefore, browser-based games using HTML5, while in their infancy, are rapidly gaining ground on the established, app-based games that so many of us have downloaded on our smartphones. Words With Friends, anyone?

And it's not just for kids. Candy Crush is a strategy puzzle game that has 68 million active users, over 2/3 of which are women between the ages of 19 and 45. Plants vs Zombies, another strategy game, has been listed in the Top 5 grossing mobile applications since its release in 2010. Again, while it is designed and marketed as a child's game, the overwhelming majority of its users are adult females. Like the mother in the supermarket with our game-obsessed child.

Within the fresh produce industry, HTML5 games are already getting out to consumers.

Global iOS & Android Time Spent Per App Category
Sources: Flurry Analytics, November 2012



For marketers, getting the games in shoppers hands sometimes relies upon a well-known informational tool: the QR code. By including a QR code on your packaging (which, admittedly, is nothing new for many marketers) shoppers can scan the code and begin playing the game within moments.

Have you seen what produce companies are tapping into? Stemilt is enticing consumers and their little ones with Cherry Challenge... race you to the moon? Columbia Marketing International has Hero, modeled after the great Candy Crush. We teamed up with these companies and created these games to take marketing and the fresh produce presence to a whole new level. Be prepared to see

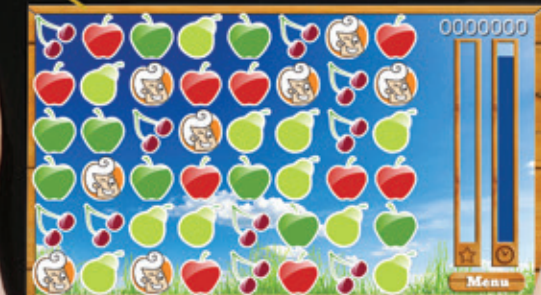
a lot more of this in your produce aisle. Retailers, imagine what possibilities you can tap into with these new outlets. No App Store. No downloading. No passwords. No problem.

HTML5 removes all of these potential barriers between your game and the end user. If you are interested in discovering how your produce company can get in on this new trend, shoot me an email and we can get playing. whit@andnowuknow.com

Here are a few of the games that we have developed at AndNowUKnow. Scan the QR code and experience HTML5 gaming for yourself!

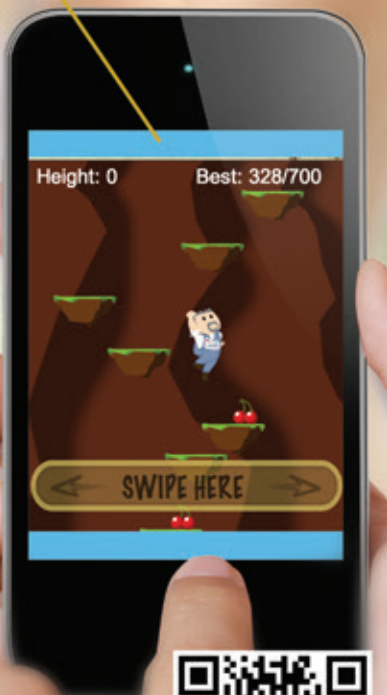
CMI's Hero™ snack sized game

Modeled after the popular Candy Crush, this game challenges users to match three or more fruit offerings in a row. Players can compete with friends and family for a little extra challenge. If you gain enough points and 'crush' the game, a promo code for Columbia Marketing International products will be provided for your gaming and fresh produce pleasure.



Stemilt's Cherry Challenge

Looking to test your agility and ability to acclimate? Try taking this company's Cherry Challenge. Modeled after Doodle Jump, this game encourages you to hop and hurdle your way to the moon. Players who grace its surface are linked to an educational video with owner and 4th generation cherry grower Kyle Mathison.



AndNowUKnow's Santa Dash

Thanksgiving and Christmas are upon us and what better way to engage kids in healthy, holiday fun, than with a mad dash with Santa. Collect as many strawberries as you can for points and kudos, but be sure to dodge the incoming pizza slices!





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OF
COMMANDER'S
PALACE
NEW ORLEANS

Millennials

by Sarah Hoxie

By 2015, Millennials will make up the largest portion of the work force. Now that's a stat to get excited about. What does this mean for fresh produce marketers over the next ten years and what does that mean today? Grocery lists are going to change and Generation Y will be the largest contributing group and influencer in food sales. At 74%, most of them believe they have a direct influence over what their peers as well as those in other generations buy. In addition, new data says they have 21% of consumer discretionary purchase power and their influence is obviously over and above that number.

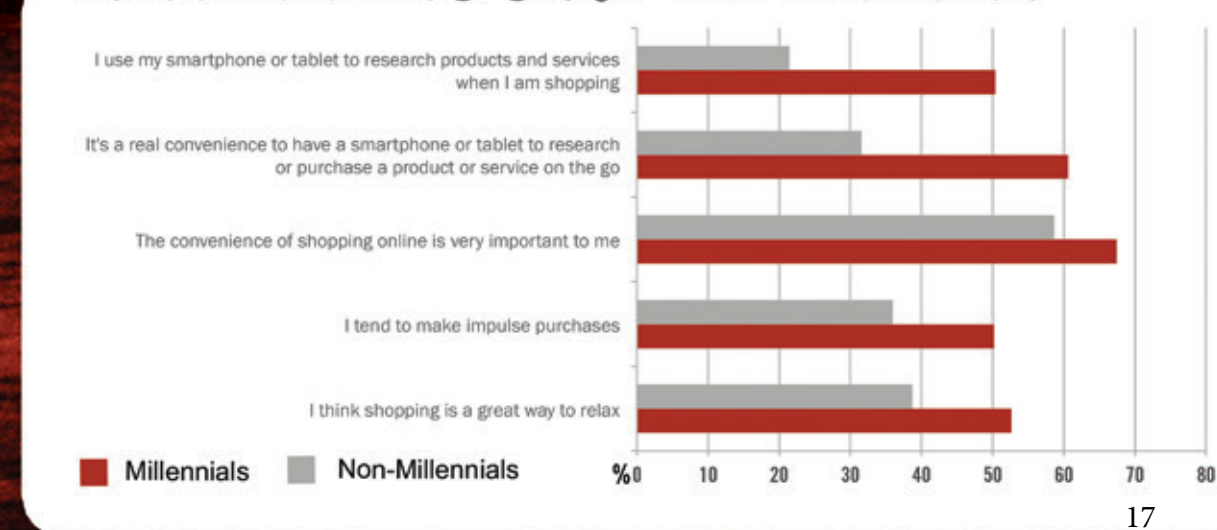
According to the World Fact Book, the median age of the world

population is 28, which falls within the Millennial generation. The Millennials are said to be the first generation to grow up inherently digital. The group has information at its fingertips and prefers a two-way dialog with preferred brands. In a study published by EY, formerly Ernst & Young, Millennials were viewed as the "best" at being "tech savvy" (78%). Print ads will never be obsolete but by leveraging new digital capabilities, we can speak the language of this generation.

In a report from Ad Agency Barkley, based on research conducted



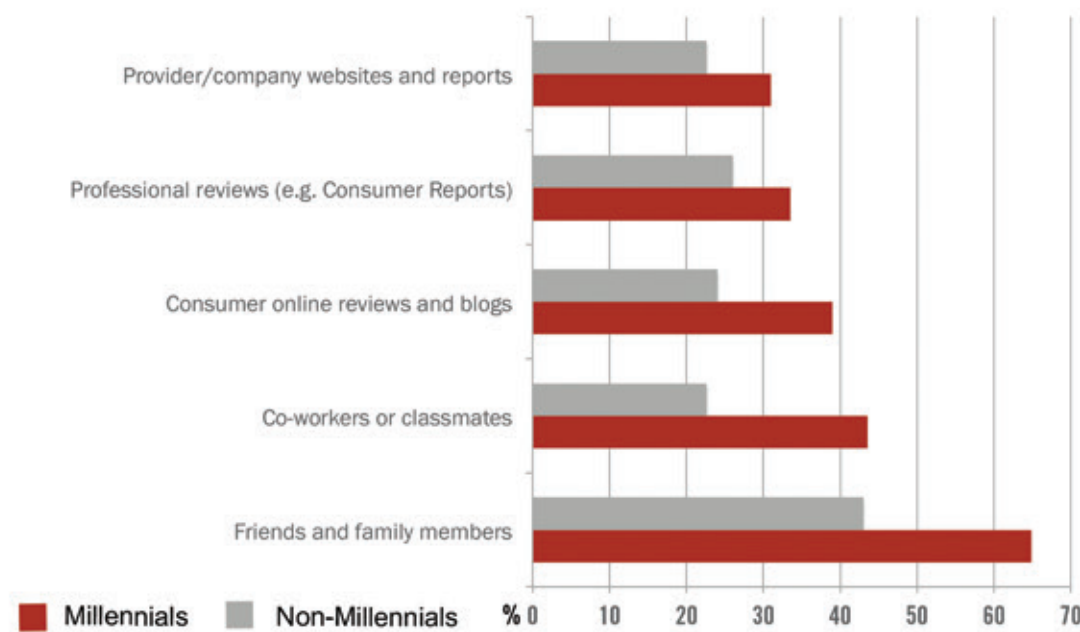
MILLENNIALS SHOP DIFFERENTLY



See Our Sources



MILLENNIALS SHOP COLLABORATIVELY



as part of a joint partnership with Service Management Group, The Boston Consulting and Barkley, research shows that Millennials are 2.5 times more likely to be an early adopter of technology than older generations with 56% of Millennials reporting that they are usually either one of the very first to try new technologies or are among the first group to try a new technology.

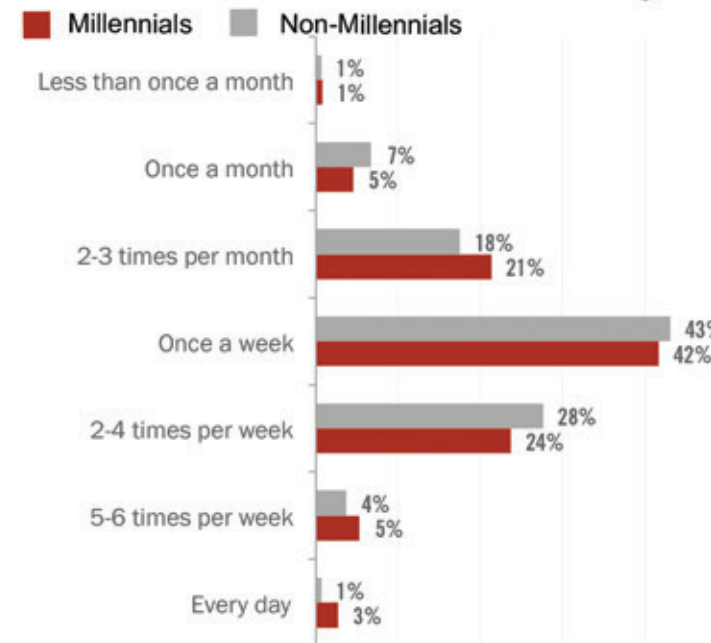
- » 77% use a laptop computer at home
- » 72% own MP3 players
- » 67% own gaming platforms
- » 59% have smartphones
- » 15% use tablet computers, compared to 6% of non-Millennials

That individual on the phone tapping into the latest apps, playing the latest HTML 5 game, listening to Pandora and Spotify via bluetooth in their car, shopping through QR codes... that is your target audience. If video killed the radio star in the 80's then the cell phone is going to make traditional radio obsolete. The Millennial generation encompasses individuals born between 1977 and 1995, Barkley tells us. With a population of 80 million, this group's potential is overwhelmingly accessible, especially with their tech-savvy appetite.

As Millennial shopping habits and the way they have grown to receive and communicate information has changed, it could be beneficial for marketers to follow in suit.

These alpha-influencers don't typically

MILLENNIALS SHOP MORE FREQUENTLY



shop alone, and one in three won't make a purchase if their friends disapprove. Globally, 7 in 10 note that they feel responsible for sharing feedback with a brand and in India and China, **90% of Millennials feel it is their responsibility to share brand feedback.** According to the Edelman's 8095° 2.0 Study, brands aren't the only ones that define trends, no matter how hard they try, communities do. The study found that that nearly 95% of the 8095ers surveyed said they crowd-source before parting with their money.

Millennials base their brand purchase decisions around quality, price, and what other people are saying about it. Humor and honesty also rank high in their buying behaviors. Show them value and make them laugh. 80% want brands to entertain them, Edelman's reports—the ability to co-create products and services (40% across 11 countries) being the most popular way. Elements like these can help marketers define a brand and retailers to showcase it. Millennials are the impulse-buy generation and shop more frequently than other groups.

In keeping with Millennials' desire to try new things, they value creative menu ideas and recipes, interesting and exotic foods, as well as samples of foods to try, as reported by Barclay's. They also gravitate towards cause marketing, the study shows, which means as a brand searching for ways to engage Millennials can grab consumer attention in this area.

Millennials have an **annual direct spending power estimated at \$200 billion.** Their indirect spending each year is an estimated \$500 billion and it is predicted that Millennials' spending power will increase as their earning power grows. This is the wallet we should be most conscious of. Any takers?

MILLENNIALS WITH CHILDREN SHOP TO STOCK UP AND LEAD IN COUPON USE





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PMA Fresh Summit Booth 4325**



WTF DO I DO WITH Onions?

(WHAT THE FORK)



FRENCH ONION SOUP WITH GRUYERE AND SOURDOUGH

- | | |
|-----------------------------------|-----------------------------|
| 4-6oz. Gills sliced yellow onions | 2 quarts quality beef broth |
| 1 stick of butter | Salt to taste |
| 1 Bay leaf | Pepper to taste |
| 1 large sprig of thyme | 1 sourdough baguette |
| 2 Tablespoons flour | 5 slices gruyere cheese |
| 1 cup red wine | |

Gather a large stock pot, add butter to the pot and melt on medium heat. Once butter is fully melted add sliced onions. Sauté onion on medium-low heat for roughly 30 minutes, or until the onion has turned from translucent to golden brown.

Next add bay leaf, thyme, and flour. Mix until flour has soaked up all butter. Deglaze the pan with the red wine; be sure to scrape all the tasty bits off the bottom of the pan. Add beef broth and bring to a boil. Reduce heat and let simmer for one hour. The soup is finished.

Pour individual servings of the soup into oven proof bowls. Slice and toast the baguette. Lay a slice of gruyere cheese over the top of the bowl and bake until melted and golden. Dip your warm bread slices and enjoy!



MEXICO

The Growing Regions of Mexican Produce



Seald Sweet®

Be Fruitful

At Seald Sweet, we are very fortunate to have opportunities to connect with a number of organizations and truly make a difference in our communities, in our country and in the world. We are very thankful for these opportunities and are challenging ourselves to do even more. Now, we challenge you, the fresh produce industry, to find ways to get connected, give of your time, your talents and your treasures...

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For more information visit
www.SealdSweet.com/BeFruitful.php
 or share your story on ways you've served at
BeFruitful@SealdSweet.com



scan here to learn more

Seald Sweet International

phone (800) 237-7525 - fax (772) 562-9038 email: info@sealdsweet.com



CITRUS SNAPSHOT

1: VALENCIA ORANGES

Seasonality: February–early November
 Attributes: Differentiated from other orange varieties by thin, slightly pebbly rind and occasional seeds
 Aroma: Orange blossom
 Flavor Profile: Known for their perfect balance of sweet and tart flavors and high juice content
 Health Benefits: Contains over 100% of daily Vitamin C requirements. Good source of Folate and Fiber

2: MEYER LEMONS

Seasonality: Year-round
 Attributes: Cross between a regular lemon and a mandarin or orange, bright yellow or rich orange-yellow color
 Aroma: Rich, lemon blossom/floral, sweet lime, lemon and mandarin
 Flavor Profile: Unique sweeter taste and lower acidity, hints of sweet lime, lemon and mandarin
 Health Benefits: Excellent source of Vitamin C

3: EUREKA AND LISBON LEMONS

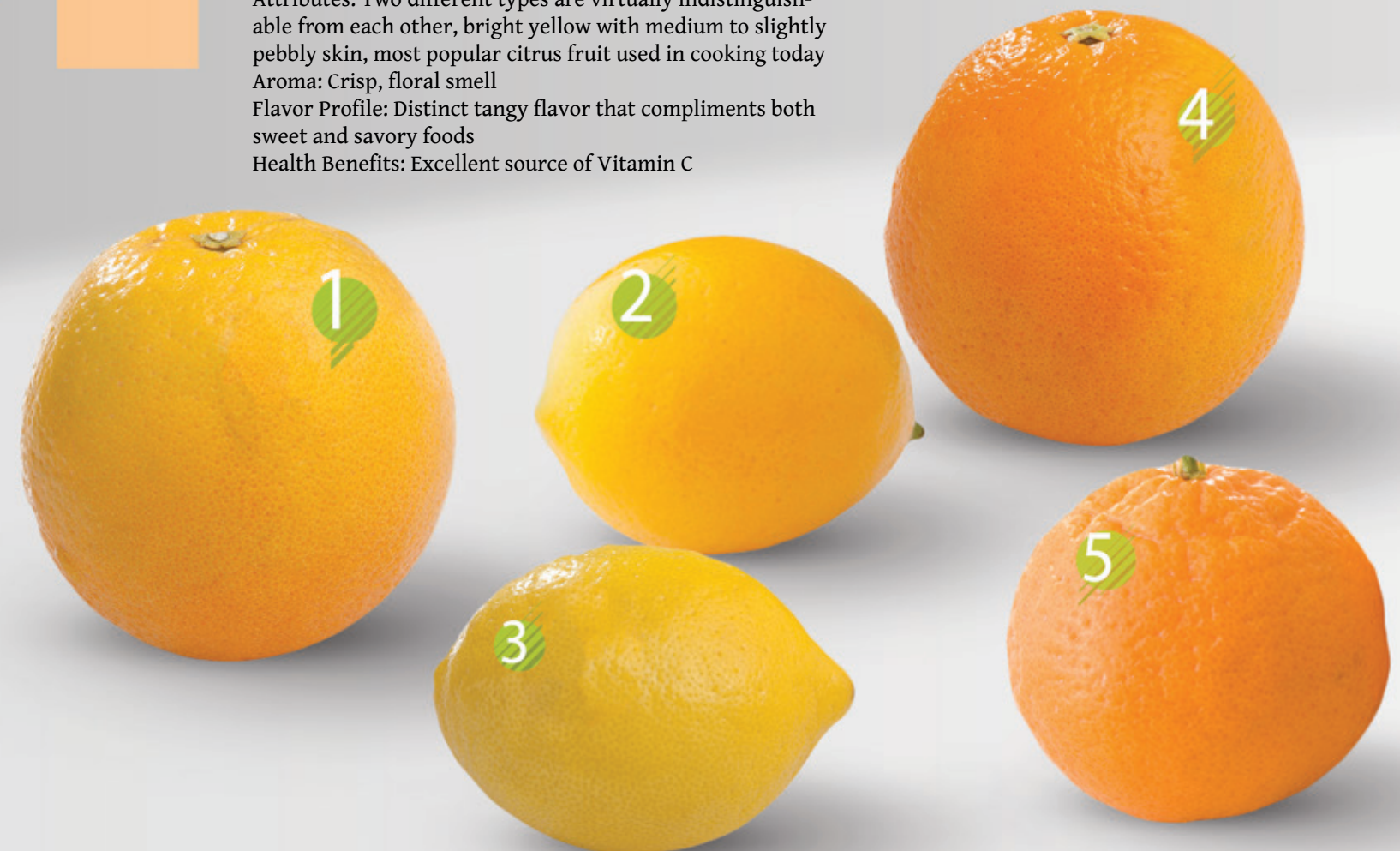
Seasonality: Year-round
 Attributes: Two different types are virtually indistinguishable from each other, bright yellow with medium to slightly pebbly skin, most popular citrus fruit used in cooking today
 Aroma: Crisp, floral smell
 Flavor Profile: Distinct tangy flavor that compliments both sweet and savory foods
 Health Benefits: Excellent source of Vitamin C

4: NAVEL ORANGES

Seasonality: November–June
 Attributes: Small navel formation on the blossom end, easy to peel and virtually seedless
 Aroma: Sweet and floral
 Flavor Profile: Refreshingly tart with rich vanilla finish
 Health Benefits: Contains over 100% of daily Vitamin C requirements, good source of Folate and Fiber

5: SATSUMA MANDARINS

Seasonality: Mid October–December
 Attributes: Varying in shape from flat to necked, peel and segment easily and are seedless
 Aroma: Sweet honeysuckle aroma
 Flavor Profile: Refreshing with warm, tropical hints
 Health Benefits: Good source of Vitamin C, Folate, and Potassium



CITRUS SNAPSHOT

6: GOLD NUGGET MANDARINS, NATURE'S TREASURE® (SUNKIST EXCLUSIVE)

Seasonality: Mid March–mid May
Attributes: Bright and slightly bumpy rind, and are seedless, sweet and easy to peel
Aroma: Sweet citrus
Flavor Profile: Rich, extremely sweet flavor
Health Benefits: Excellent source of vitamin A and C

7: CARA CARA NAVEL ORANGES

Seasonality: December–mid May
Attributes: Rich pink pulp and an orange exterior with few, if any seeds
Aroma: Pleasingly tropical
Flavor Profile: Extremely sweet with a tangy, cranberry-like zing and cherry undertones
Health Benefits: 20% more Vitamin C and nearly 30% more Vitamin A than regular Navel Oranges. Cara Cara oranges are also a good source of the antioxidant Anthocyanins

8: MINNEOLA TANGELOS

Seasonality: Mid December–April
Attributes: Cross between a grapefruit and tangerine, a deep orange with a knob-like formation at the stem end, few, if any seeds, peels easily
Aroma: Robust, tart orange aroma
Flavor Profile: Bold, tangy flavor and bursting with juice
Health Benefits: 100% of daily Vitamin C requirements and an excellent source of Folate

9: MORO ORANGES

Seasonality: December–mid April
Attributes: Deep maroon interior with very few seeds and orange/red blushed exterior, easy to peel
Aroma: Mildly floral with earthy papaya fragrance
Flavor Profile: Rich, tart plum flavor with wild raspberry overtones
Health Benefits: Contains over 100% of daily Vitamin C requirements, good source of Folate and Fiber as well as a natural source of Anthocyanins, powerful antioxidants

10: CLEMENTINE/W. MURCOTT MANDARINS

Seasonality: November–January
Attributes: Unique rounded middle, flat top and bottom, medium-sized fruit with deep orange smooth, glossy skin, seedless, easy to peel
Aroma: Sweet, wildflower, pomegranate aroma
Flavor Profile: Crisp apricot nectar flavor and a rich “raisin-y” aftertaste
Health Benefits: Nutrient-dense, these mandarins are an excellent source of Vitamin C, good source of Fiber, Folate, Potassium, Vitamins B1 and B3

11: GRAPEFRUIT

Seasonality: Year-round
Attributes: Minor differences in rind color, texture and thickness; ruby and red varieties have yellow skin which develops a deep rose blush; major distinction found in the flesh, which ranges from very light pink in early Marsh Rubies to a rich, dark red in the Rio and Star varieties
Aroma: Subtly sweet, sour cherry
Flavor Profile: Perfect balance of sweet and tart flavors, extremely juicy
Health Benefits: Excellent source of Vitamin C with pink and red grapefruit as excellent sources of Vitamin A; packed with antioxidants

12: OJAI PIXIE TANGERINES

Seasonality: Mid March–May
Attributes: Generally smaller than an average tangerine, pebbly, light orange skin, easy to peel and 100% seedless
Aroma: Sweet and Floral
Flavor Profile: Intensely sweet, with a deep citrus flavor
Health Benefits: Excellent source of Vitamin C

13: KEY LIMES AKA MEXICAN OR WEST INDIAN LIME

Seasonality: Year-round
Attributes: Generally round with straw yellow flesh and a thin, leathery skin, ranging from light green to yellow
Aroma: Highly crisp aromatic attributes
Flavor Profile: Fresh, tangy taste that adds Caribbean flavor to dishes
Health Benefits: Excellent source of Vitamin C

14: PERSIAN LIMES

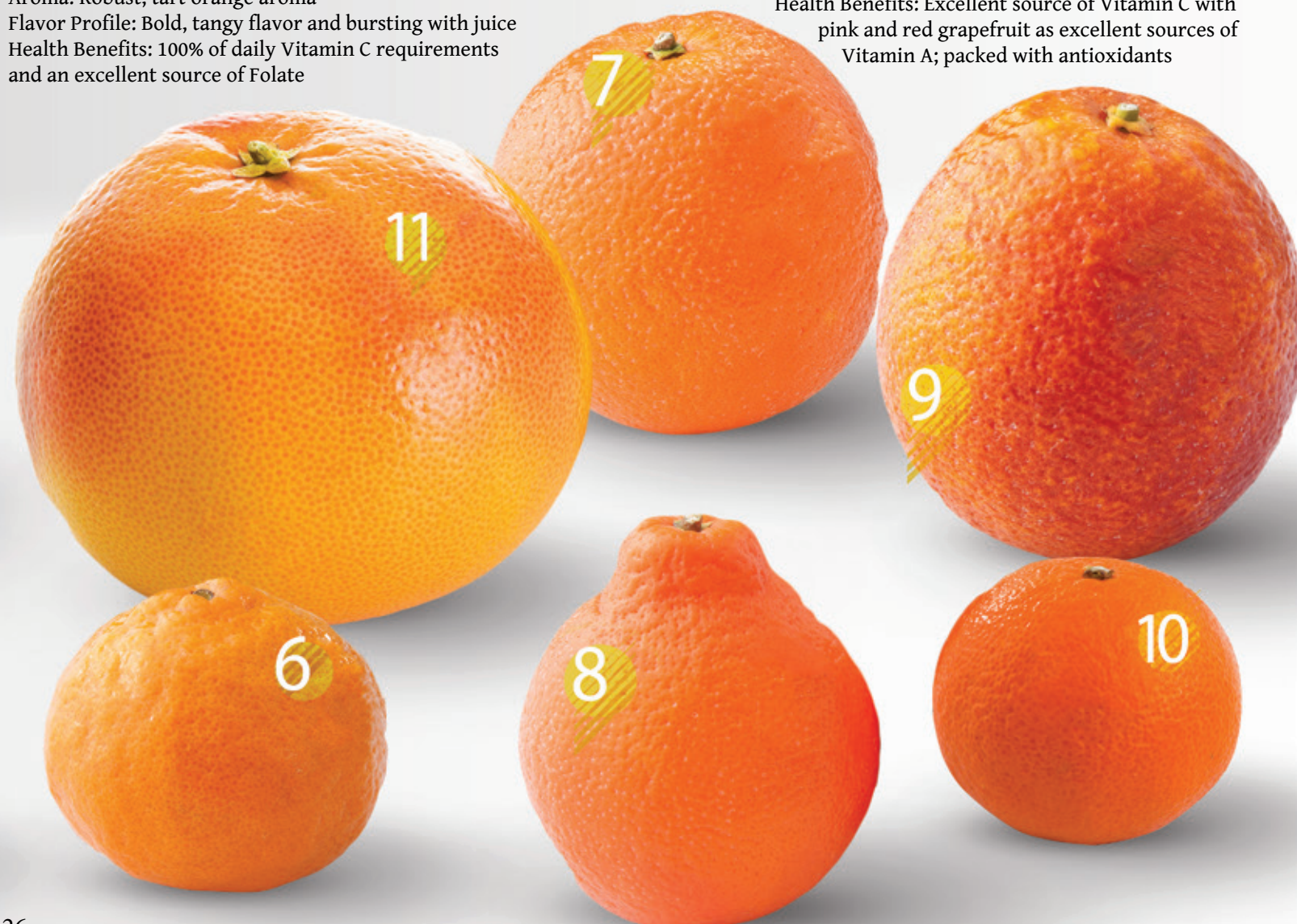
Seasonality: Year-round
Attributes: Typically sold while still dark green in color, gradually turn light green as they ripen; virtually seedless
Aroma: Spicy floral
Flavor Profile: Distinctive piney flavor
Health Benefits: Excellent source of Vitamin C

15: CITRIBURST FINGER LIMES

Season: Mid-July and runs until late December/ early January
Attributes: Not related to a lemon or a lime, considered a micro-citrus with tiny fruit pearls in a wide range of colors
Aroma: Unique refreshing lime, citrus
Flavor Profile: Similar to that of a lemon-lime-grapefruit combo
Health Benefits: Healthy way to add distinctive flavor to dishes and drinks without the calories or the sugar

16: PUMMELOS

Seasonality: Mid October–mid May
Attributes: Largest of all citrus fruit, thick, dark green peel that fades to yellow as season progresses
Aroma: Zesty, slightly tropical aroma with a hint of jasmine and lime
Flavor Profile: Sweet with a candied almond aftertaste
Health Benefits: Excellent source of Vitamin C and a good source of Folate



Asian Veg

2014

Napa Cabbage

A staple ingredient in many Asian cuisines—this cabbage has a sweet, soft flavor that can be used as a filling in egg rolls or eaten raw in salads. The crunchy, unique texture of its leaves continues to make this cabbage one of the most sought-after ingredients in Asian cuisine.



Taro Root

This veg has a white or beige potato-like flesh and is even prepared like potatoes. And like potatoes, the flesh becomes creamy and soft when boiled, steamed, or otherwise cooked. Small varieties of taro have a pleasant sweet flavor.



Gai Choy

Despite their pungent taste, Chinese mustard greens are nutritionally dense and can also add a peppery kick to Chinese cooking. They can even be paired with rich meats like pork or lamb to jazz up the color of a plate.



Bitter Melon

Distinguished by its rough, bumpy skin and its pungent flavor, this veg can be found in south Chinese or Indian cuisines where it's either parboiled or pickled. Traditionally, bitter melons are served with meat in a black bean sauce to reduce the acrid taste.



Water Chestnuts

This staple in Chinese cooking is usually found in marshes and its crunchy texture is associated with a mildly sweet flavor. Try boiling or steaming this veg to use in soups, salads, and stews. Peel before use in stir-fries.



Ginger

Valued for its spicy flavor and medicinal benefits, ginger can be sliced or grated to add zest to Asian dishes. Try combining ginger with soy sauce, olive oil, and garlic to make a flavorful salad dressing.



Chinese Broccoli

The distinct, sharp flavor and long, leafy characteristics set this broccoli apart from more common varieties. Steamed, boiled, or stir-fried, this vegetable is a great addition to any dish.



Japanese Eggplant

Originally used as ornamental plants, Japanese eggplants are characterized by their deep purple color and their thin skins. Incredibly versatile, this eggplant can be deep fried, baked, grilled, sautéed, eaten by itself, or used as an accompaniment to several kinds of dishes.



Baby Shanghai Bok Choy

This common Chinese vegetable is more tender and mild than regular baby bok choy. With subtle cabbage flavor, this veg works especially well in a light udon noodle soup, where it can be used to avoid overwhelming its delicate characteristics.

Snow Peas

Most often either sautéed or stir-fried, snow peas are one of the easiest vegetables to prepare. Their sweet, crisp flavor, versatility, and plentiful health benefits make snow peas a great addition to a healthy diet.



Daikon Radish

A basic part of Japanese cuisine – this veg has sharp flavor, crispy texture, and a strong earthy aroma. The flavor tends to vary throughout the vegetable; ranging from poignant at the bottom to its sweetest at the top.



Shiitake Mushrooms

This well-known veg is considered a symbol of longevity in Asia because of its health and medicinal benefits. They are traditionally used in miso soup, but can also be sautéed to seal in their savory, and smoky flavor.



FLAVORS OF SUCCESS

by Sarah Hoxie

This guy is the Sommelier of tomatoes. Strike that, the man is tomatoes. Paul Mastronardi, President of Mastronardi Produce/SUNSET®, lives to eat, breathe and innovate, and this fresh produce maven knows a thing or two about pushing the envelope. This drive and passion has helped Mastronardi Produce raise the bar and excel at reinventing what flavor, service and execution mean to fresh vegetables.

With Paul at the helm, the company has created a respected brand known for its ingenuity and capabilities. Mastronardi Produce brings a wealth of knowledge through the thread of experience and family. The greenhouse grower is a leader in launching new and unique products, but the company knows that it takes more than just discovering or breeding a new variety, or creating a new packaging concept.

“It is great having a new product to bring to market, but in order for an item to be successfully received you need to be responsible for seeing it through, all the way to the consumer,” Paul tells me.

It’s a two-step process, for Mastronardi. “You start by finding a new variety and then it comes down to execution. This is where we as a company are growing and investing.” It also helps

that the company has a test facility to cultivate innovation. “It’s not about how many varieties you have, but having the right one and the right program in place to support it from the product’s inception,” Paul notes.

Great flavor equals repeat sales, and when you really want to brand something, its through flavor. This goes back to their two step concept. Variety and execution. Sure, you can have one or the other, but you really need both to stay on top of the game. Mastronardi excels at this process.

Kevin Safrance, Chief Operating Officer for the company, tells me, “Great packaging will attract the consumer, get them to that impulse buy. But if you want to keep them coming back, you need to offer them a full experience.” Each item Mastronardi has is a one-stop-shop presenting marketing finesse and exceptional flavor.

It’s more than the investment you put behind a product, according to Kevin and Paul, it’s the execution, it’s the whole process, everything from variety to marketing, growing to distributing, you can’t leave any stone unturned.

The Mastronardi family began the business four generations ago. Paul never knew his grandfather and Paul’s father, Don Mastronardi, took over the company at the age of 24. Don is and was always about service and Paul brought the other side of the

equation by way of flavor & marketing. “The most important thing I learned from my Dad is resilience. Don’t give up. And from the business side, customer service is key. Always be fair. We hope to be here for the next 100 years and so it’s important that what we do is right, everyday,” Paul says.

And how will Mastronardi continue this quest for flavor? Paul hopes to find those that can step into his shoes and unearth the perfect tomato like he can, and he sees the candidates closer to home than he thought. On Sundays at home in Kingsville, Ontario, Paul and his daughters drift into Mastronardi’s greenhouses and taste the four generations of ingenuity. He watches their palates mature and sees quite a bit of himself in their appreciation for the experience.

The team is constantly learning and refining, putting their care and knowledge into every piece of produce, and their product portfolio is evidence of that.

Enter Campari® brand cocktail tomatoes in ‘95... fast forward 18 years later and Mastronardi Produce has put the tomato on the map. Or take a look at the Kumato™ Simply Unique BROWN Tomato. This variety came to North America under a different name and Mastronardi took it and doubled then quadrupled the acreage to provide the consumer with one of the most successfully unique tomatoes on the market. Throw in the Zima™ Seriously Sweet Tomatoes, ONE SWEET™ Line of Tomatoes, Peppers and Cucumbers, Sweet Twister™ Peppers and a whole line of organic tomatoes, peppers, and cucumbers and a produce department can’t do wrong.

Over the last 15+ years, Mastronardi has successfully launched dozens and dozens of new items that have helped enhance their categories. The company’s innovation principals are based on

PAUL MASTRONARDI



headlocks and hugs. They understand the need for teamwork, innovation success breathes excitement and a culture of being forward thinking.

Kevin laughs, “When we kick ideas around we end up with a better product. It is part of the process.”

Chris Veillon, Director of Marketing, notes, “It is all about the ‘whole’ of a business...how well a company performs, innovates, leads, partners. You won’t find another company out there that lead the way Paul and Kevin do.” Chris returned to his roots with Mastronardi last summer and has been helping the business thrive with his initiatives and progressive ideas.” The company is known for attracting and retaining some of the top people in the industry. That may be the reason why they have been awarded one of the best-managed companies in Canada 4 years in a row.

So, what’s next for this pioneering produce powerhouse? How about a nice shade of “Yelo.” The company is once again raising the bar in the True Taste category. Will this be the next Campari®? Only time will tell.

You will have to see the YELO™...and taste it...to believe it. PMA Fresh Summit is here folks, and if you ask this company what gets them to the floor everyday, they will tell you they are Inspired by Flavor.



flavor; from tangy to zesty, sweet to mild, and savoury to juicy, one would say that Mastronardi has the needs of the customers at heart.

Balancing sweetness & acidity is no easy task but given the unique flavor profile of Mastronardi’s signature Campari® brand cocktail tomato which is the most recognized tomato brand in the world; Mastronardi builds category leaders. Second to none.

“It was a lot harder of a sell 9 years ago, when I first joined the company,” Kevin reflects with me. “Service is key, but confidence in our company is what keeps bringing our customers and consumers back.”

“We ask ourselves, what do we want to create? What consumers are we trying to reach? What’s the best use?” Paul tells me, “After we begin answering those questions, we can start envisioning how to deliver the best customer service for that product.” Kevin notes, “We can spend months and months on style and types of packaging, POS, angles to get it into the marketplace - but it goes way beyond this.”

Paul and Kevin compliment each other. Kevin takes the reins on the service side while Paul implements his expertise in marketing & flavor innovation. And this relationship works, even when it doesn’t. The two are obviously as close as brothers and when you put two individuals with that much passion and energy into a 12x25 foot office, their strengths and differences ignite invention... along with



WTF DO I DO WITH Meyer Lemons?

(WHAT THE FORK)



LINGUINE AND SHRIMP WITH MEYER LEMON SAUCE

1 package (12-oz.) linguine	1 tablespoon olive oil	2 tablespoons Meyer lemon juice
8 ounces uncooked peeled and deveined large shrimp	1/3 cup thinly sliced radishes	2 teaspoons grated Meyer lemon zest
3/4 teaspoon salt, divided	1/4 cup thinly sliced scallions (green onions)	2 tablespoons chopped fresh dill
3/4 teaspoon black pepper, divided	1 cup heavy cream	
	1/4 cup grated Parmesan cheese	

Cook pasta as package directs for al dente pasta. Season shrimp with 1/4 teaspoon each of the salt and pepper. In large non-stick skillet over medium high heat, heat olive oil. Cook shrimp, stirring occasionally, until barely cooked through, 2 to 3 minutes. Stir in radishes and scallions; set aside; cover to keep warm. Drain pasta, reserving 1/2 cup of the pasta water. In pasta pot, combine heavy cream, cheese, Meyer lemon juice and zest, and remaining 1/2 teaspoon each of the salt and pepper. Add pasta and shrimp; toss gently. Add reserved pasta water to thin sauce, if needed. Serve sprinkled with dill.

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Thinking a play ahead

by Sarah Hoxie

Produce is like baseball, you always have to think three plays ahead. Sam Duda, Vice President of Western Operations at Duda Farm Fresh Foods, tells me about his passion for fresh produce and how the game he loves has taught him more than just a few things about produce.

“The game of produce is like the game of baseball,” Sam tells me. “You always have to be on your toes, anticipate what plays are ahead. Thinking ahead has helped us differentiate and grow.”

Sam has always been an avid player and supporter of the game. His passion for ball took him all the way to Mississippi State, a different route from most Dudas who went to the University of Florida. The MSU Bulldogs recruited Sam out of a local Florida junior college. The university, being big in both agriculture and baseball, was the perfect fit for Sam. The school allowed him to not only pursue his passion for ball and fresh produce, but also provided him the opportunity to meet the woman that would one day become his wife.

Sam reflects, “Going to Mississippi State was one of the best things that happened to me. The experience supported my love of both games—baseball and produce.”

Baseball and produce, who would have thought the marriage of those two elements could build a foundation quite like the one Sam has helped to establish? This mindset has worked well for the industry veteran, helping the Duda family, and the company, pioneer its way to the top with a broadlined seller-focused program. Duda always has something cultivating in the field of play, from clementines and meyer lemons, to radishes, sweet corn, iceberg lettuce and its staple item, celery. With the company’s progressive positioning, cutting edge technology and varietal development, the company has led the way in celery patents and ingenuity.

The company has forged its reputation through innovation, business finesse and with the help of five generations of family values. The company’s location in California hosts some of Duda’s most forward-thinking features.

So what makes Duda a Major player in the industry? The company’s breeding program in Florida, Michigan,

and California, based in Salinas, for one. This program allows the family of growers to develop trendsetting new products like its patented “Sweet Sensations” and “Celery Sensations” varieties, each with unique attributes and benefits. Three of the “Celery Sensations” varieties are developed with a hollow stem to create high quality, natural celery straws. The “Sweet Sensations” varieties are special developments specifically focused on flavor and include Duda’s fresh-cut celery sticks with consistent quality on a year-round basis. Check out the snack packs, there are so many reasons to love fresh produce.

Propagating celery development takes anywhere from 5 to 10 years, Sam tells me. “That’s why its so important that we are looking ahead; making sure that our plays set us up for our future success as well as our present.”

Sam notes, “Technology can be duplicated, but proprietary varieties and our breeding program cannot. Tech goes hand-in-hand with our research to help us align with our vision of bringing the best quality and flavor to consumers.”

Strides in technology are definitely not lacking for Duda. The ingenious breeding program led to the establishment of the company’s fresh-cut, Oxnard facility spanning 65,000 square feet, with nearly 40,000 square feet devoted to processing lines, 23,000 to cooling and storage and the remainder for support equipment. The state of the art plant is equipped with 37,000 square feet of photovoltaic solar panels which provide roughly 40% of the energy for the facility. Installing the solar panels allows Duda to reduce carbon dioxide emissions by 478 metric tons each year. Fast moving celery stick lines, one diced celery line and one limited or industrial processing line, create the familiar hum of a giant facility at work and produce 104 million pounds of celery per year. The energy in there is amazing, buzzing with innovation.

Another one of those factors that differentiates Duda’s fresh cut facility is a water jet that cuts the celery sticks to size, which gives a smoother cut compared to metal blades and creates a physiological wound-healing process in the plant tissue that seals in water. The jet uses high-pressure potable water at 40,000 pounds per square inch of pressure and the Duda facility is one of, if not the only, application in fresh-cut

Sam Duda

VP of Western Veg





produce. The added capacity has given Duda's portfolio room to expand and expand it has.

Celery has been Duda's legacy, its flag in the ground. And it all started years ago. Sam attributes many important elements to his development in the industry and one of those in particular is his father. Five generations of Dudas have worked the land with Sam's father, Edward Duda, assuming a significant role in Sam's fresh produce development. Edward retired in 1997 as President and CEO but remained on the Board as Chairman until 2002.

"My father is a patient man who has always had a real passion for the business. He imparted on us a great sense of humor for dealing with the ups and downs of the industry as well as a strong sense of respect and duty for our job in providing fresh

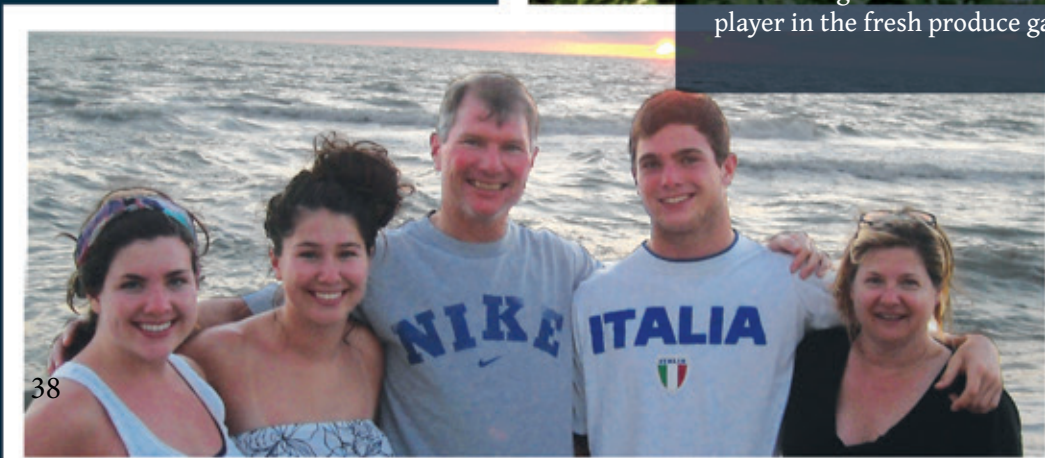
produce." Sam smiles, captured by the thought. "You are who you are. He taught us to have a humble approach to a humbling business."

What started out as the pursuit of the American dream by a young Slovak immigrant, Andrew Duda, has become one the country's most reputable family-owned and operated enterprises now in its fifth generation of family ownership.

"We are just regular people here at Duda, and we are all grateful for what we have achieved and accomplished," Sam reflects, "You can never be sure what the future will look like. So, we approach life that way, it helps you appreciate that past and what's to come."



Sam Duda is a heavy hitter in the family legacy. He knows where the runners are positioned, how the next five guys up-to-bat could affect the inning, knows the stats on the pitcher hovering over the mound... all ensuring that Duda Farm Fresh Foods' will always stay a competitive player in the fresh produce game. Batter up.



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WTF

(WHAT THE FORK)

DO I DO WITH Radicchio?



RADICCHIO WRAPPED GOAT CHEESE

Vinaigrette:

1/2 cup olive oil
4 Tablespoons balsamic vinegar
4 teaspoons chopped fresh thyme
2 teaspoons Dijon mustard

12 Royal Rose™ radicchio leaves, blanched slightly in simmering water to soften
3 - 4 ounce logs goat cheese cut into rounds
6 small tomatoes (yellow and orange if available), sliced
Salt & pepper to taste

Whisk first four ingredients together. Arrange leaves on work surface. Brush center of each leaf with marinade. Place cheese rounds in center of each leaf. Fold up leaf around cheese creating bundles, cover and chill. Heat seasoned grill to medium-high. Brush each wrap with dressing and grill until cheese softens and leaves slightly char. Arrange tomatoes slices on plate, place bundles on top. Drizzle with remaining dressing, salt and pepper. Option: garnish with fresh thyme or chives.



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Longo's
a fresh tradition™

by Robert Lambert

What do you get when you marry an urban shopping destination with a unique layout that meets the needs of both the full and the quick “grab & go” shopper? Longo’s. The family owned operation welcomes Toronto residents to an environment brimming with local freshness, traditionally reserved for open-air farmers markets, but with the buzz of Greater Toronto’s eclectic community. The retailer first opened its doors in Toronto in 1956 with a fresh-forward outlook on grocery offerings and presentation and has found a niche in the industry.

Longo’s offers consumers a wealth of food knowledge usually exclusive to food boutiques, along with an incredible array of exotic products and fresh offerings sourced from around the world. The grocer prides itself on great value and high quality. Along with these offerings, the retailer showcases over 100 varieties of organic produce every day. In addition to procuring produce from growers and shippers all over the world, the Longo’s team also hand-picks produce six days a week from the Ontario Food terminal, ensuring freshness to rival the Ontario supermarket community. Longo’s lasting relationships with many of the terminal’s independent



brokers is one of the fundamental differentiators, and if produce is built on relationships, then this retailer has it in the bag. The health of a company's grower-partner rapport is essential, and Longo's has been hailed for its mutual respect and trustworthiness. Hands down, this retailer knows how to treat every person in every facet of the growing and family run operation.

The store concept, rooted in fresh, also offers a new twist on the idea. A Veggie Bar welcomes the curious consumer who wants to make healthy eating easy by eliminating the planning and preparation time. Designed to inspire healthy and easy cooking by providing a variety of veggie and fruit combinations, vegetable and fruit creations take pasta, stews, stir-fry or salad up a notch.

"Every element of Longo's design was born of our values; a pillar system that keeps us constantly striving to meet the challenges and needs of our customer base," Mimmo Franzone, Director of Produce and Floral, tells me. "We pride ourselves on service of ease as well as fresh and unique produce offerings, everyday foods and of course, education." The company's back bone in fresh produce is supported by both education in-house and with the consumer. "The more informed a customer is, the more empowered they feel and the more likely they will be to increase their fresh produce consumption or try something new," he tells me.

Longo's recently hosted Cornfest, a three day program where consumers could pick their own corn. The company sold half a million cobs over the course of the campaign. Now that's increasing fresh produce consumption.

Try a 40-item salad bar, gourmet made-to-order stone oven pizza, panini and hot sandwiches, made-on-site hardwood smoked meats and fish, a chocolatier creating fine Belgian chocolates, and Aromat's fresh, in-store coffee bean roasting. Longo's teases the palate at the same time that it pleases.

the years have gone by, Longo's has always held true to their fresh purpose. The trends evolved, and though they are now a full service grocery chain, they still rely on the foundation they laid to carry the company's message—*fresh* is key. And Longo's has continued to elevate and differentiate its fresh departments as well as its progressive programs and unique features.

Longo's forward-thinking staff is teeming with ingenuity. The grocer's "Why not try..." program is a prime example of this, allowing the retailer to engage its loyal following while enticing newcomers on a whole new level. Creating that personal consumer connection is what has helped the company thrive. The "Why not try..." campaign features a new or unique item each week which the retailer supports with a promo in its weekly flyer and demos on the weekends. The program was spurred by a different weekly program that began eight years ago as a button campaign. "Ask me about..." invited shoppers to engage with the staff on different unique produce items each week. Kicking off the program was "Ask me about... okra," presenting a curious item for the curious consumer.

In the retailer's Leaside location, The Loft by Longo's cooking school offers consumers an array of specialty cooking classes to teach foodies and newbies alike how to use a variety of ingredients, from the exotic to traditional. The Loft creates a place to gather, cook and learn from a variety of local and celebrity chefs.

The 'thirsty' can find an immeasurable array of libations with Corks Beer and Wine Bar featuring fine craft made beers and wines from

Longo's was started in 1956 by its three founders, Tommy, Joe and Gus. The founders began their fresh fruit and vegetable venture by peddling the produce around on their bikes. Now the business has come full circle, where fresh produce can once again be delivered out into the community through Longo's full service, online grocery experience called Grocery Gateway. The company took on the service seven years ago and it has proven to be a very successful venture for the retailer. Longo's is currently the largest online grocery retailer in Canada.

Today, the Canadian landscape hosts 26 conventional Longo's stores of which 22 are large format and 4 are urban, small format stores branded The Market by Longo's. The company's 280,000 square foot facility and 11,000 square foot commissary function as the company's distribution center and head office. Longo's purchases product from the Toronto wholesale market where it is then delivered to the distribution center and shipped out to the stores. The company sources its produce locally when each category is in season and whenever the conditions allow for them to support the local community. The Ontario grocer is cultivating its relationships all over the world, building great partnerships with international growers and bringing product in direct. Produce has always been the backbone of Longo's, and its family of fresh-forward stores is a testament to that.





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Women To Watch



megan zweig

Dan'l Mackey Almy, President & CEO, DMA Solutions - "Megan's impact on fresh produce marketing in the short time she has been in our industry is significant and the great news is that she is just hitting her stride. Megan is not only a woman to watch, she is a marketer to learn from, a mom and wife to be admired and a friend you can depend on."

Education: Bachelor of Business Administration with a Major in Marketing from Texas Tech University

First Job: Alcatel-Lucent as Marketing Coordinator for the Corporate Marketing department at the USA headquarters

Advice to other women: "Work/life balance is something I have wrestled with for years. Now I practice the 'balancing act' daily but with an intended goal at the end of each day. When I'm with my son, I'm with him 100%. When I'm at work, I'm in it 100%. There is a time

and place to work, play and relax. The key to managing my balance is accepting that I can't do it all, but knowing that I CAN do what I'm doing now, right this moment, and to the best of my ability."

Something about you that would surprise people: "Before I knew that I wanted to be a marketer, I first wanted to be a news anchor. I had the great experience of being an intern at CNN's bureau in Washington DC. That path came to a screeching halt when I was asked to give a live report on the Whitewater controversy in front of the US Capitol. The request had me frozen in my navy pumps. It was then that I realized that my talents were better served from behind the camera crafting stories and writing angles that someone else reported."

Bio: Megan has been a member of the DMA Solutions team for 6.5 years. As Strategic Marketing Director, her two areas of focus are 1) implementing cross client marketing strategies that help to elevate DMA and its clients amongst their target audiences and 2) leading DMA's internal communications efforts amongst its team of marketers and creators. When Megan is not implementing marketing strategy, she is at home hanging with the two amazing men in her life: her husband, Aaron, and son, Cooper (6).



CHRISTINA Barnard

Mark Campion, President, Taylor Farms Retail, Inc - "Christina brings a tremendous amount of energy and creativity to Taylor Farms. Two years ago we knew we needed a larger social media presence, but didn't know how to get there. With little direction and virtually no resources Christina was able to get us where we needed to be. Her vision and attitude is why she's accomplished so much in so little time."

Education: Cal Poly San Luis Obispo, B.S. in Agricultural Business with an International Marketing Concentration and Wine & Viticulture Minor

First Job: Working on a green onion line for Cal Farms, my family's farming company in Clackamas, Oregon

Advice to other women: "If you don't believe in yourself, no one else will and always do the harder right than the easier wrong."

Something about you that would surprise people: I'm a Pinterest junkie & I love college football, "Oooooooooo," Go Ducks!

Bio: Born and raised on her family's produce farm, agriculture has always been in Christina's blood. Less than a month after graduating from Cal Poly in December 2008, Christina began her career with Taylor Farms. In her current role as Director of Marketing, she helps build customer specific marketing programs, trade advertising initiatives, media relations, and social media programs. She enjoys long runs, traveling and volunteering in her local community. Christina recently married her college sweetheart, Benjamin Barnard.



CRYSTAL Cottrill

Eric Biddiscombe, Senior Category Director, Field to Fork, Loblaws - “Crystal is a definite asset to the procurement team at Loblaws.

Crystal’s open, honest and direct approach is well respected by her peers and vendor partners. We view Crystal as one of our top performers and a key contributor to our success with her strong aptitude to learn and dedication to the team.”

Education: University of Toronto, BA in Performance Music

First Job: Baskin-Robbins was the start of her retail trade

Advice to other women: “Never let being a woman in the industry become an issue. First and foremost I am a Category Manager who just happens to be a woman. I never want to be defined by my sex but rather by how I conduct my business and treat people. Being a woman in any male dominated industry always has challenges but if you love what you do, face the challenges head on and use them to make you stronger.”

Something about you that would surprise people: “I have a musical background and started playing piano at age 6. My love for music has evolved into an eclectic taste of everything from classical and country to dubstep.”

Bio: Crystal has grown up in the industry starting her career at the terminal market in Toronto. Crystal then had the opportunity to source and procure for Sysco before her career path led her to category management at Loblaw. Successful people in the produce industry hold family values in high regard and she is blessed to have the loving support of her husband Terry and 3 children.



amy Gates

Will Steele, President and CEO, Frontera Produce - “Amy Gates is truly one of the most amazing individuals that I have ever had the privilege of working with. She has a magical yet natural ability to lead people and master a task like nobody’s business! Brilliant young lady!”

Education: Cal Poly SLO, B.S. in Agriculture Business

First job: River rafting photographer

Advice to other women: “Throughout any adversity, and there **will** be adversity, stay true to yourself and what you believe.”

Something about you that would surprise people: “I rebuilt a 1967 Camaro with my Dad, that was my first car that I still have today.”

Bio: As Frontera Produce’s Vice President of Administration and Finance, Amy Gates’s administrative roles include directing the daily functions of the company including human resources, quality assurance, government relations, communications, Information Systems,

and the legal department. Amy’s financial roles include responsibilities for accounting, grower accounting mergers, and acquisitions and investing. Prior to her current position, Amy was Chief Operations Officer of Frontera Produce, responsible for overseeing the daily operations of the company including production, harvesting, quality control, shipping and reconditioning, as well as accounting, finance, and human resources. Amy has also held a number of prestigious leadership roles in the produce industry, including her affiliation with the Produce Marketing Association as a Foodservice Board Member since 2007 and as a Texas Produce Association Board Member since 2005. Amy’s involvement with the produce industry has proved successful and she looks forward to continue leading the industry forward.



NICHOLE TOWELL

Dan Duda, President and Chief Operating Officer, Duda Farm Fresh Foods - “Nichole is an extremely talented and gifted individual whose strong work ethic in understanding and connecting with today’s consumers through multiple marketing and social media channels is amazing. She is someone to be respected and admired. We are all very proud and happy to see Nichole recognized.”

Education: Cal Poly SLO

First job: Assistant Greenhouse Manager, King City Nursery

Advice to other women: “Honesty and flexibility are the best traits to harness and nurture within yourself and your team. Continual education—learn something new every day.”

Something about you that would surprise people: “My husband and I have 3 sets of identical girl twin nieces. Two sets on my side and 1 set in my husband’s family.”

Bio: Growing up in the Salinas Valley of California, the produce industry has always been a part of Nichole’s life. After graduating from college and after a brief stint on the production side of the business, Towell joined Duda Farm Fresh Foods in 2000 as a Sales Coordinator in the western vegetable sales office. Since that time, she has had the opportunity to experience several positions within the Duda Farm Fresh Foods organization and has found a niche in her role as Director of Marketing. In her role, Nichole is responsible for consistently promoting Duda Farm Fresh Foods’ brand and products to increase consumption and sales. Monitoring culinary and consumer trends in the marketplace are a constant and drive future product or packaging innovations.



NORA Trueblood

Kenny Lund, Vice President of Support Operations, Allen Lund Company - “Nora is always pushing the envelope to find new ways to market the company. Marketing is constantly changing and she is always finding new ways to deliver our company message. From spearheading the “Big AI” project that has been extremely cost effective and successful, to shifting us away from print media into online marketing and launching a carrier loyalty All-Star program, she is definitely a woman to watch.”

Education: Alumna of Pasadena City College

First job: Receptionist - Real Estate Management Company

Advice to other women: “When you may feel defeated or discouraged as you are faced with struggles, learn to embrace the struggle as simply a part of life. You will find life a whole heck of a lot less stressful, and smile a lot more often.”

Something about you that would surprise people: “I love to listen to Vince Scully call baseball games on the radio. A very old fashioned manner in which to enjoy the game, but I consider him the grandmaster calling the best game there is.”

Bio: Ever since she was a child, Nora has been influenced by marketing for her entire life, starting with her father who was an “Ad Man.” She has utilized those years into her various careers, whether it was in real estate, banking, or spending 7 years with Lorimar Television, first as a Production Assistant, then as a Writer’s Assistant to a Production Executive. In turn, she has been marketing to her 3 kids for their whole lives as well. Her 11 years with the Allen Lund Company as Director of MarCom has been a distinct career highlight. She is honored to be working for Allen Lund, one of the great leaders in the transportation industry.



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Store Profile



*"Enjoy fruit,
enjoy life—"*

Pagoda Markets in China

By Robert Lambert

This statement, "Enjoy fruit, enjoy life—" embodies the philosophy behind Pagoda, a first of its kind specialized fresh fruit retail store in China. Pagoda is committed to delivering the most enjoyable fruit straight to the consumer, especially in China where families tend to purchase high-end fruit after dinner. By offering fresh, quality fruit in each of its outlets, this trendy fresh fruit retail store may be one of the fastest growing brands in all of China.

Pagoda opened its first store in Shenzhen City, Guangdong Province, which provided a healthy influx of shoppers seeking consistently delicious fruit daily. Since the inception of its first store, Pagoda has witnessed tremendous growth during the last decade as a result of these hungry consumers and its aggressive expansion plans, throughout China. At the moment, Pagoda has over 540 outlets, but they are opening at an astonishing rate of 25 outlets per month – a testament to the brand's outlook to become the leader among all fruit shop chains. The size of the stores tends to be small, averaging

Store Profile



**Gregory Parson
Buyer, Pagoda**



**Adding 25 new
stores per month**



supply channels to supply our own stores as directly from the farmer/packer/shipper as possible," commented Parson.

During the 10th anniversary gala reception, Pagoda announced the opening of an International Department aimed at making direct fruit purchases from the Americas, Australia, New Zealand, Europe and Africa. The Chairman of Pagoda expressed great interest in promoting U.S. fresh fruits and referred to the Agricultural Trade Office (ATO) in Guangzhou as its vital partner during the gala reception.

It's evident that Pagoda also cares about the health of its shoppers, going so far as to provide them with beneficial nutritional knowledge about each of its fruits, so they can learn how their lives can be enhanced. This is all part of the company's mission to help its customers enjoy fruit, and ultimately, enjoy life. As the company looks toward the next 5 - 10 years, Pagoda hopes to achieve total standardization and eventually reach 5,000 outlets by 2020.

700-800 square feet. Nevertheless, it goes without saying that a brand this successful needs quality products to back its success and Pagoda delivers on all fronts.

Perhaps the largest factor behind Pagoda's success is the brand's ability to focus on the demands of the mid-to-upper class Chinese market. By concentrating their focus on the daily consumer looking to purchase high-end fruits for dessert, healthy and tasty snacks and as gifts, Pagoda has been able to differentiate itself from other fruit shops in China. "Consumers are looking for something unique and want a steady supply of high quality product," said Gregory Parson, Director of International Procurement. "At Pagoda, we prioritize flavor and eating quality above anything else." Pagoda's high product turnover and consistent supply of fresh domestic or imported fruits certainly offers the flavor and eating quality that shoppers desire.

Pagoda's triumph in the marketplace has even garnered several achievements. Some of the brand's accomplishments include receiving the Chinese Chain Industry Champion League's New Comer Award and being named Most Valuable Chinese Fresh Produce Company, along with a number of other prestigious awards. The fruit shop chain, which celebrated its 10th anniversary last year, attributes this success to the consistent delivery of its promise to provide its one million loyal customers with the most delicious imported or domestic fruit. Some of its offerings vary from the basics, like citrus fruits, pears, apples, or peaches, to the rare, like Thai longan, or imported golden dragon fruit, for example - all sold fresh to the consumer. And as Pagoda looks to the future, the chain intends on managing its own supply of fruit. "We're currently focusing on shaping our infrastructure and

POTATO

Snapshot



ALLIANS

FLAVOR PROFILE: Buttery, full bodied nutty flavor
COLOR: Bright yellow skin and deep yellow flesh
SHAPE: Long oval, almost fingerling shaped
USAGE: Salad type with great cooking qualities

BORA VALLEY

FLAVOR PROFILE: True potato flavor and smooth texture
COLOR: Purple skin and purple flesh, holds its purple color even after cooking
SHAPE: Round to oblong
USAGE: Best for mashing - looks fantastic

CIKLAMEN

FLAVOR PROFILE: Delicious mild tasting
COLOR: Smooth red skin and creamy white flesh
SHAPE: Round to oval
USAGE: Holds shape well, great for boiling, use in soups, stews, salads

FINGERLING

FLAVOR PROFILE: Buttery, tender and nutty
COLOR: Multi-colored by varieties that include Russian Banana, Ruby Crescent, French Fingerling and Finnish.
SHAPE: Petite and sleek
USAGE: Bake, boil, roast, fork-mash, or use in any dish calling for potatoes

AGATA

FLAVOR PROFILE: Mild smooth flavor and texture
COLOR: Yellow skin and yellow flesh
SHAPE: Oval
USAGE: Excellent multi-purpose cooking potato. Perfect for salads, soups, stews

ROSARA

FLAVOR PROFILE: Creamy, buttery, smooth, full bodied taste
COLOR: Red skin and yellow flesh
SHAPE: Long and oval
USAGE: Superb all purpose potato. Great for roasting and grilling

CECILE

FLAVOR PROFILE: Savory
COLOR: Dark red skin and yellow flesh
SHAPE: Long oval, almost fingerling shape
USAGE: Perfect for salads as well as boiled or steamed

GOLD RUSH

FLAVOR PROFILE: Robust taste with light and fluffy texture
COLOR: Dark brown russet skin with very white flesh
SHAPE: Oblong to long
USAGE: Best for baking. Great French Fry potato

PRINCESS

FLAVOR PROFILE: Robust
COLOR: Yellow skin and yellow flesh
SHAPE: Round to oval
USAGE: Fresh/creamer/multi-purpose/salad

ENVOL

FLAVOR PROFILE: Smooth flesh, light fresh flavor
COLOR: White skin and white flesh
SHAPE: Round-oval
USAGE: These are waxy potatoes that hold their shape very well during cooking. Best for boiling.

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