

Bite-Sized Info for the Produce Industry

# the SNACK

ISSUE 27 SEPT 2017

## Dave's Specialty Produce: *A Test of Time*

page 98

**Mac Riggan**

**Better Together: A Fruitful Partnership**

► Chelan Fresh, Borton Fruit, and Columbia Valley Fruit  
page 78

**Doreen Ng**

**Q&A**

► Burnac Produce  
page 28

**Frank Scorpiniti and Mike Lappin**

**Fare Game**

► Earth Fare  
page 62

**Kevin Doran, Mike Reed, and Arie van der Giessen**

**The Foundation Forward**

► Houweling's  
page 31

**LeighAnne Thomsen**

**My Favorite Things**

► Mission Produce, Inc  
page 27

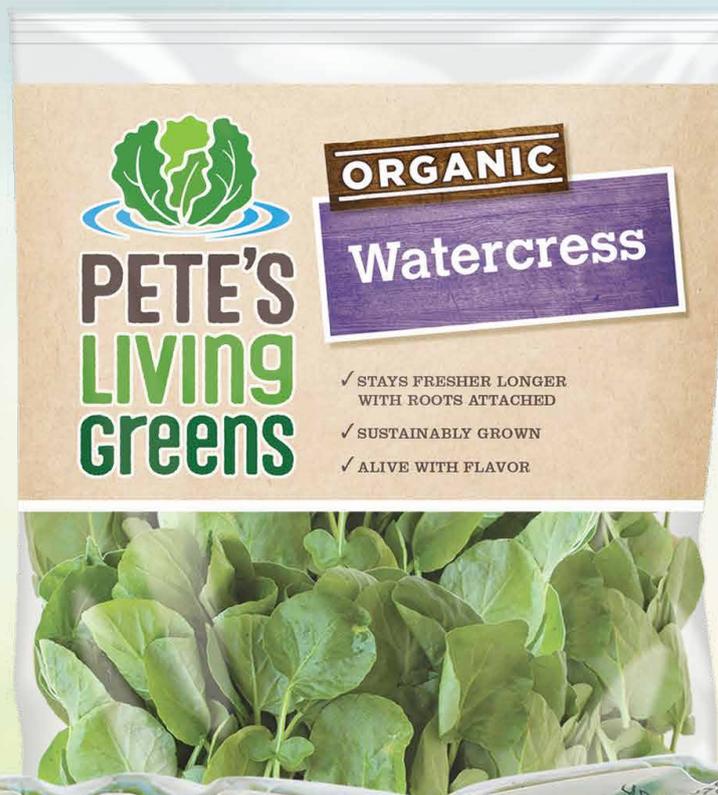


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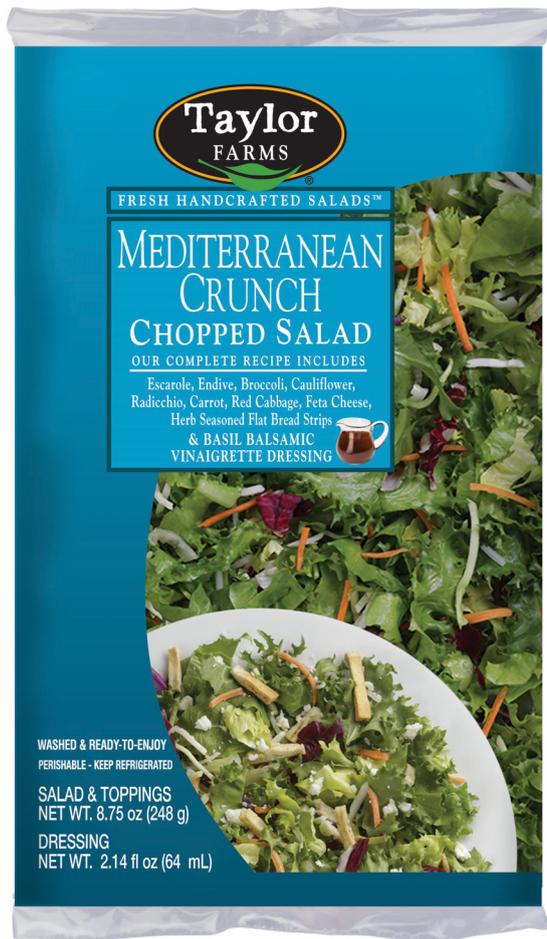
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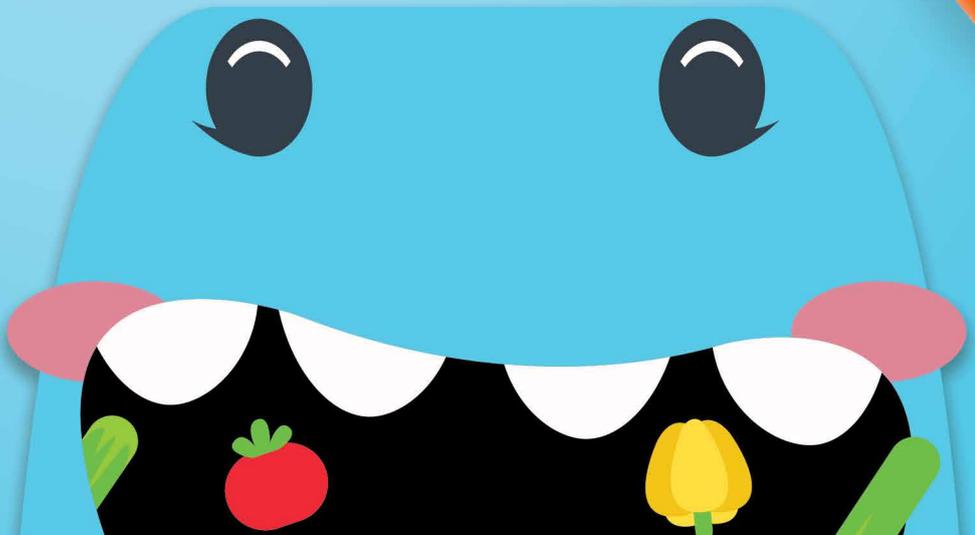
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**S**EPTEMBER IS HERE, and the frenzy has begun. With PMA Fresh Summit right around the corner, the team at The Snack Magazine is running and gunning for the upcoming event, bringing you an issue to impress with some of the top industry-leading companies and individuals as they pull back the curtain to discuss vision, innovation, and inspiration.

So, strap into those seat belts as we accelerate towards New Orleans, Louisiana, and the companies, products, and people that make our industry tick.

To get those trade show muscles warmed up, we bring you Earth Fare's CEO, Frank Scorpiniti, and Director of Produce, Mike Lappin, as they look toward their next phase of growth as the retailer takes on the natural and organic food sector.



As retail demand grows for high-quality treefruit from the U.S. Northwest, we tapped Chelan Fresh's Director of Marketing, Mac Riggan, to discuss the mergers with Borton Fruit and Columbia Valley Fruit, and how a new go-to-market strategy positions them for global growth.

Our editorial squad also sat down with Houweling's leadership team, comprised of Kevin Doran, Mike Reed, and Arie van der Giessen, to address the state of sustainability, how they are helping to lead the charge in innovation, and what lies ahead for the greenhouse company.

As women in leadership continue to flourish in our industry, we spoke with Doreen Ng, Senior Director of Fruit Programmes at Burnac Produce, who gave us her read on an industry evolving, how her experiences inform her work ethic and perspective, and her philosophies as a woman in produce. Prepare to be energized and surprised.

With a 25th anniversary year on the books, Dave's Specialty Produce has seen the industry landscape change. As a family-owned and managed business, Dave Bowe's values and vision are passed down through generations—and in this case, three. Take a moment with Leslie Simmons and her father Mike Bowe, as they share the path to the present and how Dave Bowe truly established a legacy and a future.

For Greenyard Logistics USA and Seald Sweet, expansion is a word used and executed often. With the recent ribbon-cutting at its 152,000-square-foot facility in Swedesboro, New Jersey, Greenyard's Head of New Business Development and Vice President of North East U.S. Operations Steve Marinello and Mayda Sotomayor-Kirk, Managing Director of Greenyard Logistics USA, Inc., open the door to the company's strategy for the U.S. program, and how a state-of-the-art operation is helping the footprint grow.

As companies look to create better efficiencies within their programs and their ranks, Produce Pro President Dave Donat, as well as Tony Zuccato, Vice President of Operations, and Marc Hatfield, National Sales Manager, join me from Chicago, Illinois, to discuss the "Produce Pro Way" and how differentiation is key to its evolution and to bringing value to its family of customers.

Looking for a little agtech to spice up your life? We take a deep dive into the Agrobot® strawberry harvester, utilized by companies like leading-edge berry grower Driscoll's, and discover the tech behind the program and how the robot addresses challenges in labor and quality. Soren Bjorn, President of Driscoll's of the Americas, takes a moment to share his experiences with Agrobot's high-tech venture and its impact on the berry program.

And this is not all. We also bring you Sunkist's Director of Communications, Joan Wickham, who speaks of her mentors, as well as Mission Produce's Brand Marketing Manager, LeighAnne Thomsen, who shares a few of her favorite things.

We hope you enjoy this September Snack issue in the lead up to PMA Fresh Summit. See you all in New Orleans.

Now, if we can all make it back in one piece.

Cheers,

**Jordan Okumura**  
Senior Editor  
AndNowUKnow and The Snack

**DEPARTMENT HEADS**

Robert Lambert/President and CEO  
Whit Grebitus/Vice President of Sales

Carlos Palacio/Chief Technical Officer  
Jordan Okumura/Senior Editor

# CONTENT

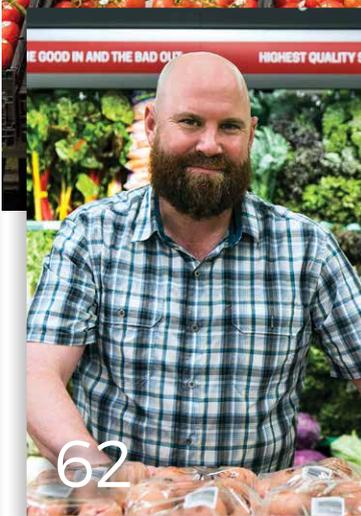
31

**HOUWELING'S**  
THE FOUNDATION FORWARD



## 98 **DAVE'S SPECIALTY PRODUCE** A TEST OF TIME

As the company celebrates its 25th anniversary, father/daughter duo President Mike Bowe and Vice President Leslie Simmons, look back on the life that made Founder Dave Bowe an import guru. Find out what it takes to keep his unique business approach alive...



## 62 **EARTH FARE** FARE GAME

Director of Produce Mike Lappin and CEO Frank Scorpiniti discuss the retailer's health-centric playbook as Earth Fare gears up to expand its fresh-focused philosophy...



## 78 **CHELAN FRESH, BORTON FRUIT, AND COLUMBIA VALLEY FRUIT** BETTER TOGETHER: A FRUITFUL PARTNERSHIP

Bringing treefruit purveyors Borton Fruit and Columbia Valley Fruit into the Chelan Fresh family, Director of Marketing Mac Riggan discusses the new capabilities, advantages, and benefits that these high-profile mergers have brought to the retail table...



## 54 **GREENYARD LOGISTICS USA** BEYOND A BUILDING

This new, state-of-the-art facility is more than parent company Greenyard's first property on U.S. soil. Marking a significant stride in growth and more to come, Head of New Business Development and Vice President Steve Marinello and Managing Director Mayda Sotomayor-Kirk share what this means and what is next...



## 94 **PRODUCE PRO SOFTWARE** A RISING TIDE LIFTS ALL BOATS

President Dave Donat, along with Vice President of Operations Tony Zuccato, and National Sales Manager Marc Hatfield, dive into the company's vision for differentiation, building relationships, and creating better businesses...

# Index

Here at *The Snack Magazine*, people are our thing. Check out this short list of some of the names we've featured in this issue, from the produce industry and beyond.



**Bjorn, Soren** ..... 87

Bowe, Alfred ..... 100

Bowe, Christine ..... 100



**Bowe, Dave** ..... 98

Bowe, Mary ..... 100

Bowe, Mike ..... 98

Bowe, Peg ..... 100

Bowe Smith, Erica ..... 100

Donat, Dave ..... 94



**Doran, Kevin** ..... 32

Garrett, John ..... 55

Hatfield, Marc ..... 94

Himsel, Debbie ..... 22



**Houweling, Casey** ..... 32



**Lappin, Mike** ..... 62

Lawrence, Rex ..... 16

Marinello, Steve ..... 55



**Ng, Doreen** ..... 28

Overdorf, Jill ..... 22



**Pepperl, Roger** ..... 22

Ramos, Frank ..... 99

Reed, Mike ..... 32



**Riggan, Mac** ..... 78



**Scorpiniti, Frank** ..... 62

Shaw, Randy ..... 35



**Simmons, Leslie** ..... 98



**Sotomayor-Kirk, Mayda** ..... 55



**Thomsen, LeighAnne** ..... 27

van der Giessen, Arie ..... 32

van Spronsen, Roy ..... 33

Waters, Noel ..... 33



**Wickham, Joan** ..... 22

Zuccato, Tony ..... 94

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# HOW TO BE CONVENTION-READY

by Rex Lawrence

**A** little preparation goes a long way. This is a lesson I learned the hard way—a few times over the years.

The year was 1989, I had just wrapped up at PMA Fresh Summit in Reno, Nevada. The day after my return, I was sitting at my desk and the **big one** hit. The massive Loma Prieta earthquake shook my world at 5:04 p.m. on October 17th. It's not something anyone could ever forget, and in the days that followed I learned the true value of preparation.

In the 200 or more conventions that I've attended since, I have seen that if you are adequately prepared you can do more than just survive, you can actually thrive during these things—conventions, that is.

In planning and preparing for conventions and trade shows, where does one begin? The end is a good starting point. Know your organizational and personal desired end-results, and work backwards from there. How are you, your boss, and your company going to measure return on investment (ROI)? What are the key performance indicators (KPI) for the show? If your company doesn't have a formal strategy, get in the habit of developing your own.

And above all, keep a checklist. Strike that, keep a few checklists.

## Business

While the fine folks of our industry provide a rip-roaring time at these trade shows, they are still, at the core, business events. Planning

begins well in advance, and these are just a few of the things you can do to make sure you have crossed your T's and dotted your I's to get the most ROI from attending.

## Checklist #1

- Make dinner reservations. Do this a few months in advance. People often make the reservations then fill them as they make appointments.
- Marketing materials. Make sure all branded material is current.
- Business cards—bring plenty, so you don't run out. By the way, bring business cards that you or someone can write on. The matte finish may not be as slick and shiny, but people can take notes on it!
- Identify target companies and/or people and set appointments, if possible.
- Bring tons of pens and a notepad. Always be ready to take notes.

## Packing and Personal Preparation

While appearance is by no means the most important facet of your performance, it is the factor you have the most control over. Be prepared to look and feel your best to set the foundation for a successful event.

## Checklist #2

- Get a teeth cleaning and/or white strips. A dazzling smile is the best way to be memorable.
- Make sure clothes are pressed and shoes are polished. Get items updated, tailored, or dry-



cleaned—and map out your outfits beforehand. You will thank me for the time it saves.

- Be well groomed. Get a haircut and make sure your nails are trimmed and clean.
- Pack at least one outfit for exercise—the endorphins will help with the long hours.
- Stock up on toiletries and accoutrements. Bring insoles for shoes and band-aids for blisters.
- Bring nutrition bars, vitamins, and first-aid. Don't let stomach issues, a headache, or a hangover take you down.
- Check online for other time savers. For example, I can't live without my garment folder, since I hate ironing. Bose® Noise Cancelling headphones are one of my best investments for traveling on planes!

## Event

You've made it to the tradeshow in one piece! Congratulations. Now, it's "Game Time."

### Checklist #3

- Stay hydrated, nourished, and healthy.
- Stay sharp, know when to stop—and when to sleep.
- Smile and be approachable.
- Know your elevator pitch. Have your three minute pitch and questions ready.
- Keep cards on hand.
- Give a solid handshake, keep eye contact, and actively listen.
- Always have a pen and notepad accessible.
- Hit your targets. Treat everyone courteously, but prioritize your targets.
- Keep moving, keep it brief.
- Be available. Don't hide in your booth,

don't stare at your phone, don't flock with coworkers, and don't look bored.

- Keep cards safe and organized, take notes about who you've met to follow up.
- Be realistic in per-person objectives and time-frames.
- Set time at the end of each day to review, take notes, and organize and prioritize for the next day.

In conclusion, remember, you are always working at an event. Prepare to be your best self at all times, as chance meetings in elevators or lobbies can be the best. Be realistic with your goals, and make sure to set a follow up with your contacts. And, of course, have a great time!



**Rex Lawrence,  
Founder & President of Joe  
Produce Search**

Joe Produce® Search is the Executive Search division on Joe Produce®, comprised of experienced search consultants and produce professionals. Its

placements range from middle management to C-level positions throughout North America, covering a wide range of produce and produce-related businesses. Produce is a lifestyle, and not just a job.

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# UP CLOSE



## A CLOSER LOOK AT SUNSET® MINZANO® PASTA KIT

Always innovative, SUNSET® is bringing more value to retailers across North America with the company's new Minzano® Pasta Kit. Whether consumers are on-the-go, looking for a break from meal prep, or just in search of a tasty and nutritious dish, SUNSET® has you covered.

This convenient dual chamber bowl with Top Seal technology contains everything the consumer needs for a fresh and flavorful dinner for two. And to

top it off, the kit only takes 15 minutes to prepare and responds to the demands of consumers for a guilt-free, delicious dish to excite their palates. The Minzano® Pasta Kit features fresh SUNSET® Minzano® saucing tomatoes, perfectly portioned pasta, and expertly mixed seasonings hand-selected by SUNSET® Culinary Director, Chef Roger Mooking.

As a testament to the balanced flavor and hearty texture of SUNSET®'s Minzano® tomato,

the company was the proud recipient of a flavor award from The International Taste and Quality Institute in Belgium this year, for its classic, aromatic flavor. This is the eighth consecutive year the greenhouse company has been recognized by the institute for outstanding flavor. SUNSET® also brought home gold from the PAC Global Leadership Expo for its Minzano® Pasta Kit, chosen for both its creative and attractive design. If you ask us, this is a win across the board.



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- 1 cup** quinoa
- 1 large** SweeTango® apple, sliced

*Toppings (as preferred):*

- Ground cinnamon
- Pure maple syrup
- Milk, almond milk, or soy milk
- Toasted coconut flakes

**SERVINGS:** 2-4

## DIRECTIONS

- 1 Place quinoa in a fine mesh sieve and rinse/wash thoroughly; set sieve over bowl to fully drain.
- 2 Peel and finely dice ¼ of the SweeTango® apple; set aside. Quarter remaining apple and cut into thin slices, lengthwise; set aside.
- 3 Add peeled and diced SweeTango® apple, coconut water, and quinoa to a saucepan and bring to a boil, covered.
- 4 Reduce heat and let simmer on low, covered, for approximately 15-20 minutes, until coconut water is absorbed and quinoa is tender.
- 5 Remove from heat and let stand, covered, for another 2-5 minutes.
- 6 Fluff quinoa with a fork. Divide among serving bowls and top, as preferred, with warmed milk, a drizzle of maple syrup, a light dusting of cinnamon, and a bit of toasted coconut flakes. Arrange several slices of fresh SweeTango® apple alongside each bowl.
- 7 Serve immediately.

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# Joan Wickham

|| BY JESSICA DONNEL ||

**S**OMETIMES WHEN I'M exchanging emails or phone calls with Joan Wickham, I forget I am talking to someone who is still a relative newcomer to the produce industry. Having spent just about eight years in produce marketing and PR, when you speak to the Director of Communications for Sunkist, you immediately pick up a sense of confident wisdom that transcends her comparatively short time navigating these ropes. To Joan, communications, public relations, and marketing are both a passion and an expertise.

Having found a love of produce during her early days out of college, Joan has been eager to hone her craft and learn the skills it takes to become a leader in our crowded industry, where it is easy to fade into the background. Always one to seek out new trends, while keeping an attentive ear to those who came before her, it's no surprise to learn that mentorship has been an important part of her produce journey.

This is where we discover some of those influences who have helped to foster the leadership qualities that make Joan stand out among her peers: Debbie Himsel, Academic Director for the Center for Talent by PMA's Emerging Leaders Program; Jill Overdorf, Director of Business and Culinary Development and Corporate Executive Chef for Coosemans LA Shipping; and Roger Pepperl, Director of Marketing at Stemilt Growers.

"Debbie facilitated the PMA Emerging Leader's Program that I was a part of, and I have

been fortunate enough to stay connected with her through other industry events," Joan shares. "She has always made herself approachable, and she also is an incredible listener. I value every conversation that Debbie and I have had, because she is so knowledgeable about leadership, but also, her ability to listen and understand allows her to give advice that is not only smart, but thoughtful. As all of us juggle busy lives, Debbie's approachable nature is a reminder to me to try to open myself up to others in that way, as it has truly felt like a gift to me."

This PMA Emerging Leader's Program, which Joan was a part of in 2016, turned out to be a more foundational part of her produce career than she would expect, as it was also where she would meet the next mentor on her list—Jill Overdorf.

"I also had the pleasure of meeting Jill as part of the PMA Emerging Leaders Program. Realizing we were on the same flight back to Los Angeles, Jill didn't hesitate to offer to drive me to the airport following the program and I revisit our conversation during that trip often," Joan recalls of their first meeting. "Jill has the most incredible energy—and it's infectious. As a powerful woman in the industry and world, Jill's background and way of being inspires me to dream big, be the best version of myself that I can

be, and share my ideas and energy with others through not just volunteer opportunities, but also every day as opportunities arise—just as she did for me."

This lands me on the last mentor Joan shares during our chat, but certainly not the least—Roger Pepperl. Joan was able to create a connection with the longtime marketer through her work on the Lil Snappers® program, which includes both Stemilt's small-sized apples and pears, as well as Sunkist's Cara Cara and Navel oranges.

"Roger Pepperl is known throughout the industry for his incredible knowledge and experience, of course, but also for his straightforward commentary, integrity, and generosity of spirit," Joan explains to me. "I've had the pleasure of working with Roger in a few different capacities and greatly admire the leadership, perspective, and also presence that he brings to every meeting or working group. Roger inspires me to be



**Joan Wickham**

Director of Communications  
Sunkist Growers

present, genuine, and engaged—in work and in life.”

While these industry standouts have helped to foster Joan into the consummate produce professional she is known for being today, anyone you ask will be quick to mention it was her natural drive to work hard and her receptiveness to new ideas that really made her a force to be reckoned with in our industry. With these qualities and three of our best and brightest by her side, I see the trajectory of her career continuing—and no signs of slowing down. **S**

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## THE MENTORS >

Here is what they have to say about Joan Wickham...

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### Debbie Himsel

*Academic Director, Center for Talent by PMA's Emerging Leaders Program*

“ When I met Joan, my confidence in the next generation of leaders in the produce industry grew exponentially. I am the Eller Executive Education's Academic Director for the Center for Talent by PMA's Emerging Leaders Program, and that's where I first met Joan. During these types of programs, you can only hope for participants as eager to learn and as curious as Joan. In addition, the faculty always say that they are there to help, but few ever take you up on the offer. This was not the case with Joan, as she sought me out to talk through workplace challenges, get feedback on her executive presence, and challenge me on some concepts. We've had a virtual relationship ever since—sharing articles and thoughts. Joan is an individual that you naturally want to spend time with. She is inquisitive, engaging—a true learner at heart, with an intense passion for the industry and her work. Mentorship does not have to happen on a regular basis or have a structured agenda of topics to discuss. Joan seized an opportunity to learn and grow at an educational program and took advantage of it. ”



### Jill Overdorf

*Director of Business and Culinary Development and Corporate Executive Chef, Coosemans LA Shipping*

“ Joan is a breath of fresh air in her approach to people, situations, and learning. When we met, she was working through some professional transitions, and her thoughtful approach to problem-solving and solution-providing were inspiring. We found through conversation that we connected on a number of different levels, and it was fun to have restaurant life, start-ups, life choices, and the produce industry in common. Joan is a wonderful, rich, and warm reminder for me that one never knows the importance of their words to those who hear them. It has been a delight to see her continue to grow and excel in the produce industry, as she is one of the people I am cheering for from across the proverbial field! ”



### Roger Pepperl

*Director of Marketing, Stemilt Growers*

“ Joan is a person that represents the future of a successful and changing produce industry. When I first met Joan, I was impressed instantly by the way she carried herself, both professionally and socially. She had a sense of confidence in what she said and also in how she heard things. However, she also had a humble side to her that projected that she needed to learn and was carefully listening and observing those around her—good listening is a sign of a leader. ”

I am a firm believer in doing everything possible to remove commoditizing types of promotion and marketing. Fighting commoditization with strong brands, storytelling, and transparency to the farm are passions that I shared with Joan. I believe we bonded on our shared beliefs, and the thought of doing much of this work internally with our own people resonated with Joan—no one can tell the story as well as someone who works at the company. Joan has taught me many things also, such as her organized approach to her workload and goals. I am a freethinker and can be a risk-taker, especially with my strong gut feel from experience. This can allow us to market without being in a box. So, our two different qualities can be an interesting blend. I have been able to work with Joan on some collaborative projects between our two companies, and I also worked with Joan at Produce for Better Health (PBH) in my board days—PBH will prosper with her involved. I have enjoyed what she continues to bring to Sunkist, as well as to our industry. I am very flattered to be considered a mentor by her, to say the least. The learning and sharing goes both ways in this case. The produce industry better watch out for Joan, as much more is coming our way. ”

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► MY FAVORITE THINGS ◀

# LEIGHANNE THOMSEN

*Brand Marketing Manager, Mission Produce Inc.*

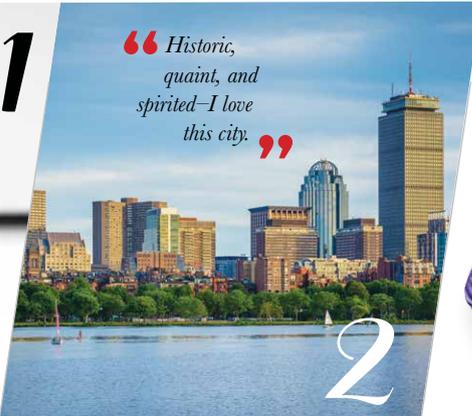
While the beauty of an avocado is its own source of inspiration, you would be surprised by the range of interests that also inspire this Brand Manager as she helps steer the course of powerhouse Mission Produce. From overseeing logo and branding consistency, and creative direction, to packaging and new product development, LeighAnne has tastes that range far and wide. To ask her to narrow them down to just nine was a feat, but she did. So, join us as we check out a few of her favorite things.



1

*I draw a lot of inspiration from the fashion industry and its ability to evolve rapidly.*

“Historic, quaint, and spirited—I love this city.”



2

*It's my musical comfort zone.*



3



4

*The most breathtaking view is of rolling vineyards covered in sunshine.*



“Nature's butter' says it all.”

5



6

*Taco Tuesday is practically a national holiday as far as I'm concerned.*

“Some people decorate with art; I decorate with succulents.”

7



8

*Calming and exhilarating at the same time; nothing else like it.*

*Some of my favorites are Freakonomics, How I Built This, and RadioLab.*

9



- 1 Fashion Week
- 2 Boston, Massachusetts
- 3 John Mayer
- 4 Central Coast Wine Country, California
- 5 Avocados
- 6 Fish Tacos
- 7 Plants
- 8 Yoga
- 9 Podcasts

# Q&A with DOREEN NG

By Laura Hillen

**F**rom cutting her teeth on the buy-side, to her current leadership role at Burnac Produce Limited, Doreen Ng has seen nearly every side of our industry.

Journeying back and forth between the buy-side and supply-side has given Doreen a unique viewpoint of the professionals who make up each varying level. Gaining her industry foothold at BF Food Brokers before moving to Canadian supermarket Super Carnaval as the only woman in its procurement department, Doreen says that her time in the industry was only interrupted by a brief respite when she harnessed an entrepreneurial drive to helm her own business.

Canadian powerhouse Burnac Produce Limited wooed Doreen back to our beloved industry in 2009 with its extensive portfolio, status as a solutions-driven produce provider, and one especially tantalizing benefit: a family-like environment committed to investing in its diverse team.

Rising through the ranks, Doreen now heads up the fruit division of the company as its Senior Director, Fruit Programmes. But even as she now finds herself a mentor to others, one goal remains at the forefront of her daily investments and future plans—carried with her from the beginning: uplifting industry women.

As Doreen marks a steady rise in women-held produce leadership roles, she sees unlimited opportunities for produce members to contribute to the current landscape and bring women further into the fold.

The future, as Doreen sees it, has women and men aligned as buyers and executives on all sides of the industry. So, just how do we get to that future, breaking past generalizations and utilizing all skill sets of an individual?

As Doreen digs into her wealth of knowledge, she tells me that it all starts with opening up your thinking and exposure, and giving someone an opportunity...



**DOREEN NG,**  
Senior Director of Fruit  
Programmes, Burnac  
Produce Limited

**Q1. AS A SUCCESSFUL WOMAN AND LEADER IN FRESH PRODUCE, WHAT HAS HELPED BRING YOU TO THIS POSITION IN THE INDUSTRY?**

**DN:** First and foremost, I focus on relationship building; a foundation that can be built from being sincere, together with integrity and zero tolerance for disrespect. I find that trust and respect are boomerang words; when you give it, you will get it back. There are also a few other key mentalities that have been integral to my growth and can boost your rise in leadership:

•**ACCOUNTABILITY**

Treat a company as though it is yours. This means remaining dedicated and accountable for all of your responsibilities.

•**DEDICATION AND PASSION**

Produce has no waiting room, and you'll need to be as fast moving as the industry we serve. Your cell phone is an appendage that will grow on you and help you stay informed. Don't fall victim to being lost: Mother Nature changes quickly, just like our industry.

•**ADAPTABILITY**

Quintessential to professional intelligence, go the extra mile and master any task presented to you by striving for perfection and never settling for mediocrity. Detail-oriented mentalities, methodical thinking, analytical strategies, and empirical data go a long way towards achieving your goals.

•**APPROACHABILITY**

My maternal sense allows for me to be strong-willed, consistent yet warm, and pragmatic. But with a sense of empathy, these traits can be fulfilled by anyone.

# “I FIND THIS INDUSTRY COMPLETELY EXCITING, AND EACH CHALLENGE IS AN OPPORTUNITY FOR A REWARDING RESOLUTION.”

-DOREEN NG

It's through these values that I've earned my most treasured asset: my mentors. My work ethic and mentality have given me superiors who believe in me, and continue to invest in my growth with relentless support and confidence—opening pathways for me to shine.

## **Q2:** WHERE DO YOU SEE WOMEN IN PRODUCE NOW, AND WHERE WOULD YOU LIKE TO SEE THEM IN THE FUTURE?

**DN:** The number of women in produce is very low right now for executive buy-side roles, but I can say that it's slowly growing. On both sides, I would like to see companies who are searching for their ideal candidate to consider a woman without any conditions, same as they would for a man.

The buy-side and supply-side can also recognize that the new generation of millennials has a different set of expectations than the eras before them. The independent movement is at the forefront with younger women delaying or not having children, with a drive for achieving well-paying, successful careers that we can answer in kind. Future leaders need to put in the time in our industry, and be prepared for the sacrifices that may come in the way of an equal life-work balance as they strive for success as both a woman in produce and an executive.

## **Q3:** HOW DO YOU SUGGEST WOMEN TACKLE INDUSTRY ISSUES THEY MAY FACE AT LARGE?

**DN:** Fresh produce is a 24-7 career that requires complete dedication. As our historically male-dominated industry seeks an integrated understanding of how women can fit into these roles, I see millennials introducing new mindsets as they enter the industry.

For current women in executive roles, we need to embrace this new generation through leading by example on conduct, discipline, work ethics, and again, trust and respect. Male leaders and colleagues can continue learning how to support their female counterparts and see them as the leaders they are. Both men and women need a clear understanding on how to manage boundaries as we meld and work together.

## **Q4:** WHAT ARE SOME COMMON MYTHS REGARDING WOMEN IN THE INDUSTRY THAT YOU FIND UNTRUE?

**DN:** First, let's start with some truths; women are resourceful and resilient, and these strengths are integral in making us good leaders and mentors.

That said, there are a few fictions that follow women around from role to role as they move up the career chain which are untrue generalizations. Namely, that women are:

- Fragile and emotional
- Not objective
- Unable to speak their minds
- Limited in upward mobility
- Not dedicated to hard work and commitment

...and I am one example that all of the above are untrue.

## **Q5:** WHAT MESSAGE WOULD YOU LIKE TO IMPART UPON WOMEN IN THE INDUSTRY?

**DN:** There is no stagnancy in the produce industry, so prepare to be as fast-paced and ever-changing as our perishables. Fill each day with proactive measures, just like the ones you instill for your products and services. As you enter into the industry and begin to progress, don't be ashamed to spend time in the trenches—the best lessons can be learned there.

Continue to strive for financial independence with career success, but take into account that those rewards come with hard work and perseverance. Surround yourself in your personal and professional life with those that support your goals or don't try to limit you with outdated standards. Don't be afraid to step away from those that see your ambitions as a threat.

I find this industry completely exciting, and each challenge is an opportunity for a rewarding resolution. As I begin each day, I strive to not operate in fear and advocate the same amongst my team members. As each day offers new opportunities, give it a try and see what you can accomplish, as a woman, a leader, and most importantly, a role model!

---

**IT WILL TAKE** a talented collection of leaders to forge our way into the next stage of success. And if Doreen's words can offer us a glimpse of our industry's future, women will be right there, ready to take up the challenge. **S**

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# *Houweling's:*

---

THE FOUNDATION FORWARD *by* Laura Hillen

**From left to right:**

Head Corporate Grower Arie van der Giessen, President and CEO Kevin Doran, and EVP of Sales Mike Reed

**B**lueprints inspire many possibilities; etched lines, shapes, and equations all fitting together like an overarching puzzle to the perfect end product. But if your first association with the word isn't tomatoes, bell peppers, and cucumbers, then you're not thinking like Houweling's.

In every step of its operations, from the ostensibly simple needs for water and nutrients, to picking, packing, and shipping, each carefully nurtured Houweling's produce item is the culmination of a team working toward a singular vision: To treat every aspect and input of the business with a sense of personal pride, and to do things the right way and always look to see how they can be done better.

Casey Houweling, Chairman of Houweling's and the innovator behind the internationally-known brand, has established his name by cultivating high-tech means for growing flavorful produce. With aspirations to see his namesake company grow and reposition for future, long-term success, Casey named Kevin Doran as President and CEO.

With a strong team in place, Kevin had a foundation to build upon and moved quickly to add to that team's strength. He added Arie van der Giessen in the role of Corporate Grower and Mike Reed as Executive Vice President of Sales.

"It can sound corny, but I am a big believer in teams and teamwork. It is what leads to a winning culture internally," Kevin shares. "I often use what I refer to as my 'tiresome sports analogies,' because they apply, and in the case of Mike and Arie, we added two top-line players."

As I discuss with these produce architects their accomplishments and future strategies, all eyes remain on the same sentiment: Houweling's has developed a legacy based on masterful ingenuity



and, under a reign of cross-functional leadership, its span of creation has only just begun.

"Houweling's is rather well-known," Arie laughs. "When you bring up this industry, it seems hard pressed to find someone who doesn't know Houweling's."

At the shelf level, that degree of recognition comes in consumers' love for the refined cucumbers, bell peppers, and tomatoes coming out of Houweling's glass houses in California, Utah, and British Columbia. But, follow the brand back through the supply chain and it's easy to see that Houweling's success comes from much further than just what grows within the greenhouse. The company has built its legacy from the very designs and practices upheld in its greenhouses themselves.

Need an example? Look no further than Houweling's patented Ultra Clima greenhouse design, one of the company's keys to sustainable year-round production in traditionally adverse environments, and the keystone to its highly sought-after end product.

Designed in tandem by Casey and greenhouse manufacturer Kubo Group of Holland, Ultra Clima breaks the conventional glass house mold by maximizing control to boost production and quality; the unrivaled blueprint to growing unforgettable greenhouse produce.

Sidestepping the traditional use of passive ventilation, Ultra Clima offers total control of climate conditions in the greenhouse through fan motor systems. Creating "over-pressure," this semi-closed

# GROWING A GREENER TOMATO

## NATURAL GAS



## JENBACHER J624



GE ecomagination-qualified Jenbacher J624 gas engines

## CO<sub>2</sub> FERTILIZATION PROCESS

CO<sub>2</sub> from the engine's exhaust is purified and piped into the green house as fertilizer

## FROM WASTE TO VALUE

The process provides power, heat, water, and CO<sub>2</sub> for Houweling's Tomatoes'



## HEAT

Heat produced from the engines during power generation is captured in thermal storage tanks and used to heat the greenhouses

## POWER

The gas engines provides 13.2 MW of electrical power to meet greenhouse needs and supply energy back to the community grid.

## CONDENSED WATER

Water is condensed out of the exhaust gas system, conserving water from the Central Valley



## COMMUNITY POWER GRID

### From left to right:

Utah Assistant Grower Noel Waters, Chairman Casey Houweling, Head Corporate Grower Arie van der Giessen, Utah General Manager/Head Grower Roy van Spronsen



method uses 4 percent of the vents and screens needed in a standard greenhouse—which in turn reduces interference from insects, possible disease, and sunlight. This all produces higher yields, maximum food safety, minimum energy and water consumption, lowered CO<sub>2</sub> emissions, and boosted returns.

The internationally patented concept is so successful, Kubo Group—who has worldwide sales and marketing rights for Ultra Clima—has brought the greenhouse technology beyond the Houweling's Group's own operations into other North American greenhouses. Ultra Clima's reach has extended around the globe to be used by growers as far off as Australia, Russia, and even Holland—the epicenter of the greenhouse industry.

“All three of our sites deploy world-leading sustainability technologies, at no

small capital cost,” Kevin says of the company's innovations that have been turning industry heads for years. “It is very expensive to do the right thing for the environment and climate, but it's a value we hold high as a company.”

And the innovations don't stop there. Houweling's has also gained new ground by harnessing the power of cogeneration engines in its California and British Columbia greenhouses.

The GE Jenbacher engines burn natural gas and convert it using industry-changing tech to generate the electricity, with the combustion waste, heat and CO<sub>2</sub> used throughout the growing process. The five engines produce 22 MW of energy, coming in at 4.4 MW per engine. Any leftover electricity is supplied to the nearby energy grids, lifting Mother Nature's burden ever so slightly.

And the Utah farm? Never leaving an area of its operations out of the high-tech club, the Houweling's team has again harnessed proprietary technology. With this system, heat and CO<sub>2</sub> waste from a power plant adjacent to the greenhouse farm are captured from the exhaust stack of the 545 MW power plant. It is then diverted into the farm as the heat and CO<sub>2</sub> source required to grow perfect fresh fruits and vegetables.

“We have three major greenhouse operations in very different climates and geography. Even though they all use breakthrough technology, each of them implements unique growing strategies,” Arie tells me, “As a grower, that is very stimulating and drives a lot of learning and innovation in our team.”

The company has completed the transition from its roots as a supplier



with third-party marketers and distributors, to a direct to retail business model—a transition that was first implemented three years ago. Kevin and the team at Houweling’s Group are poised to further strengthen and grow the company’s retail partnerships. And their synchronized performance is what sees seemingly-endless rows of fresh produce transforming into a picturesque eating experience combining passion, innovation, and care.

“Casey is a fearless entrepreneur and genuine innovator. Engineering is in his DNA,” Kevin tells me. “Hard work and commitment built this company, so my responsibilities are ones that I take seriously. When Casey asked me to take over the company, I was humbled. I knew he would not hand it over to just anyone.”

As President and CEO, Kevin oversees the overall operation of the Houweling’s Group of Companies. Between the pages of his career, Kevin is now leading the Houweling’s brand with over 25 years of sales, marketing, retail merchandising, and executive management in the North American and European greenhouse industries. Kevin’s own portfolio has been rounded out with an astounding lineup of buy-side and supply-side

## It’s never simply about selling our products.

– Mike Reed

experience from names like BC Hot House, The Greenery BV, and other North American retailers and brands.

“Hiring two of the greenhouse industry’s leaders was a major step forward for us, and allowed us to focus on commercial and horticultural activities in a way that we never have before,” Kevin says of Mike and Arie.

Arie serves as the engineer of the company’s boots-on-the-ground growing practices. Drawing on over 30 years of greenhouse experience in North America and the Netherlands, a country with one of the highest concentrations of greenhouse facilities in the world, Arie’s foundational role serves to boost Houweling’s plant vitality and yield growth. Arie first learned horticultural practices while growing up in the Netherlands, and has since perfected his craft with experience from lead grower positions at Village Farms and Backyard Farms, in addition to operations from his native shores.

“It’s been an exciting time to join Houweling’s, with so many positive changes within the company,” Arie says. “We are committed to quality, and when you taste our ‘Signature Selection’ product line, it shows!”

For Mike, he assures me, joining the Houweling’s team was an easy choice. “I worked with Kevin a few times before, so I knew the type of team environment he would foster. I wanted to be a part of that team,” he says.

With 20 years of sales experience gleaned from other greenhouse brands, and time spent in executive roles with North American distributors and shippers, Mike’s approaching his new role fixated on perfecting Houweling’s direct to retail sales strategy while leading new customer acquisition initiatives.

“My time spent in retail merchandising and buying has shaped my current approach,” Mike discloses. “It’s never



**1.** California Phase Grower Randy Shaw **2.** Houweling's Tomatoes On the Vine **3.** Houweling's greenhouse-grown Tomatoes On the Vine **4.** Aerial view of Camarillo, California facility

simply about selling our products. Instead, we think about category solutions, business building and ensuring our total offer is on-trend. This extends beyond products into service and added value through the entire process.”

Keeping consumers coming back for Houweling's flavor doesn't come just

from an executive team, however. Kevin emphasizes that the mindset behind Houweling's reputation comes just as equally from the individuals in all departments, whether they are pruning, picking, packing, shipping, or doing any number of the tasks that are required to operate a business. The supportive team culture behind the brand is instrumental as the company raises its pillars of timeless success.

“We're immensely proud of our Equitable Food Initiative certification,” he says. “Being named as ‘Farmworker Assured’ was a very rewarding achievement. It is something that I feel strongly about and squares with our company's social conscience.”

From a strong core team, unparalleled experience, and revolutionary treatment of greenhouse growing practices, Houweling's seems undeterred from its dedication to riding the edge of ingenuity. And with new trends emerging to potentially reshape the North American greenhouse landscape, the team is committed to cementing the Houweling's name even further into the halls of innovation.

So, with the foundation for its brand laid and anchored, is Houweling's done raising its own bar in the greenhouse sector? Not even close. **S**

# MUSHROOMS

Nothing comes close to the fulsome, earthy flavor and fleshy texture of mushrooms. Prized for thousands of years for their medicinal properties, these flavorful fungi are commercially cultivated in roughly two dozen different varieties. Containing vitamin D, B, and many other nutrients, mushrooms are also vital in adding umami—that savory, rich, almost-indescribable taste category—to many of the world’s most-beloved dishes.

## Varieties Snapshot



### WHITE/WHITE BUTTON

- Appearance:* Varies in color from creamy white to off-white
- Flavor:* A fairly mild and woody taste; their flavor intensifies when cooked
- Uses:* Very versatile and equally tasty fresh or cooked; use raw in salads, with dips, sautéed with side dishes, breaded, or as an ingredient to enrich sauces, soups, stuffings, or entrees



### BABY BELLA/CRIMINI

- Appearance:* Light tan to rich brown cap; same variety as traditional portabellas/portabellos, differing only in size
- Flavor:* A deeper, earthier flavor than whites and firmer in texture
- Uses:* An excellent addition to beef, wild game, and vegetable dishes; sauté, broil, microwave, or cook almost any way



### PORTABELLA/PORTOBELLO

- Appearance:* Tan or brown caps and measure up to six inches in diameter
- Flavor:* A deep, meat-like flavor, with substantial texture
- Uses:* Serve whole or sliced, grilled, baked, or deep fried; a delicious vegetarian alternative as a meat substitute; also great in stir-frys, sautés, and sauces



### SHIITAKE

- Appearance:* Tan to dark brown with broad, umbrella shaped caps, wide open veils, tan gills, and curved stems
- Flavor:* Rich and woody when cooked; they add a meaty flavor and texture to stir-frys and pastas
- Uses:* Cook before eating



### ENOKI

*Appearance:* Tiny, button-shaped caps and long spindly stems

*Flavor:* Mild tasting and crunchy

*Uses:* Before using, trim roots at cluster base and separate stems; use raw in salads, sandwiches, and soups



### OYSTER

*Appearance:* Can be gray, pale yellow, or even blue, with a velvety texture

*Flavor:* A very delicate flavor

*Uses:* Sauté with butter and onions to bring out their flavor



### MAITAKE

*Appearance:* Appear rippling and fan-shaped without caps; they are also called “Hen of the Woods”

*Flavor:* A distinctive aroma and a rich, woody taste

*Uses:* Sauté lightly in butter or oil; use for a richer taste in any recipe calling for mushrooms



### WILD MUSHROOMS

*Appearance:* Varies; popular varieties include porcini, matsutake, chanterelles, and morels

*Flavor:* Varies; only positively identifiable mushrooms should be eaten, as there are thousands of inedible and poisonous varieties

*Uses:* Always cook wild mushrooms

# MUSHROOMS

*Data Snapshot*

## Average Price Per Pound

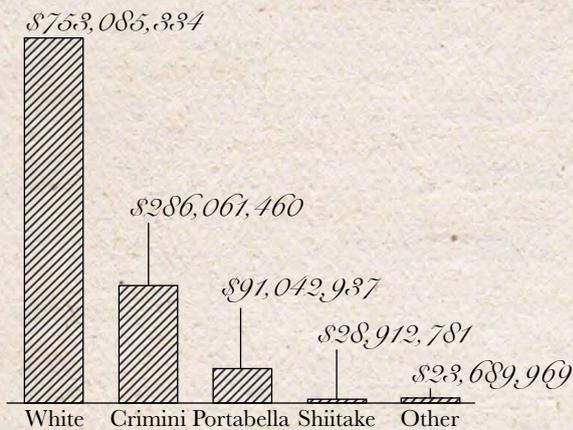
Conventional: \$3.99/LB  $\nabla$  DOWN 0.3% VS YEAR AGO

Organic: \$4.95/LB  $\wedge$  UP 1.5% VS YEAR AGO

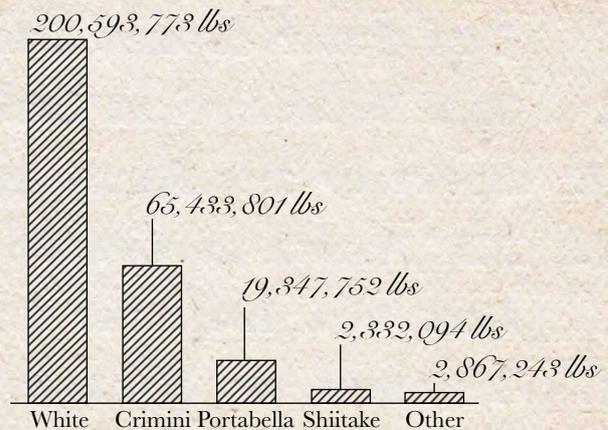
## Did you know?

Mushrooms are the only fruit or vegetable with naturally occurring vitamin D, and contain more potassium than bananas.

## DOLLARS BY SEGMENT

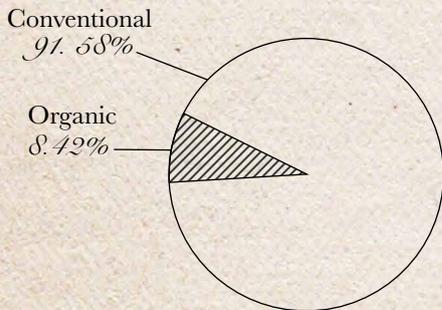


## POUNDS BY SEGMENT



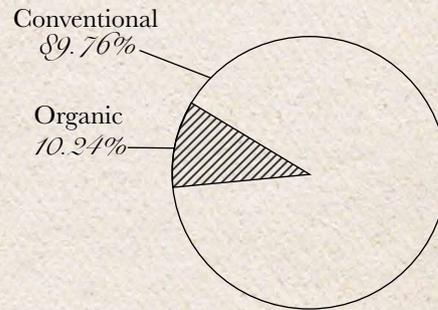
## DOLLARS OVERALL

\$1,182,792,482



## POUNDS OVERALL

290,574,663 lbs



## The Best Ways to Enjoy Mushrooms:

SAUTÉ



ROAST



GRILL



SMOKE



BLEND



RAW



Sources: IRI, Total U.S. Multi-Outlet, Latest 52 Weeks Ending May 14, 2017 vs Year Ago

# WTF

# DO I DO WITH

To-Jo's Portabella  
Mushroom Caps ?

{ WHAT THE FORK }



CAPRESE STYLE PORTABELLAS

## INGREDIENTS

4 large portabella mushroom caps, gills removed

1 pint grape tomatoes, halved

2 cups shredded or fresh mozzarella

4-5 large basil leaves

1 tbsp olive oil

1 tbsp balsamic glaze

SERVINGS: 4

## DIRECTIONS

- 1 Heat oven to 400°F.
- 2 Line a baking sheet with foil for easy cleanup.
- 3 Brush portabella caps lightly with olive oil.
- 4 Slice tomatoes in half, place in a bowl, drizzle with olive oil, add chopped basil, salt, and pepper. Let sit for a few minutes to let the flavors meld.
- 5 Place your cheese on the bottom of the mushroom cap, spoon on the tomato basil mixture, and bake until cheese is melted and mushrooms are cooked through—about 15-20 minutes.
- 6 Drizzle balsamic glaze as desired.

For more delicious, healthy, & easy-to-prepare recipes visit [www.to-jo.com](http://www.to-jo.com).



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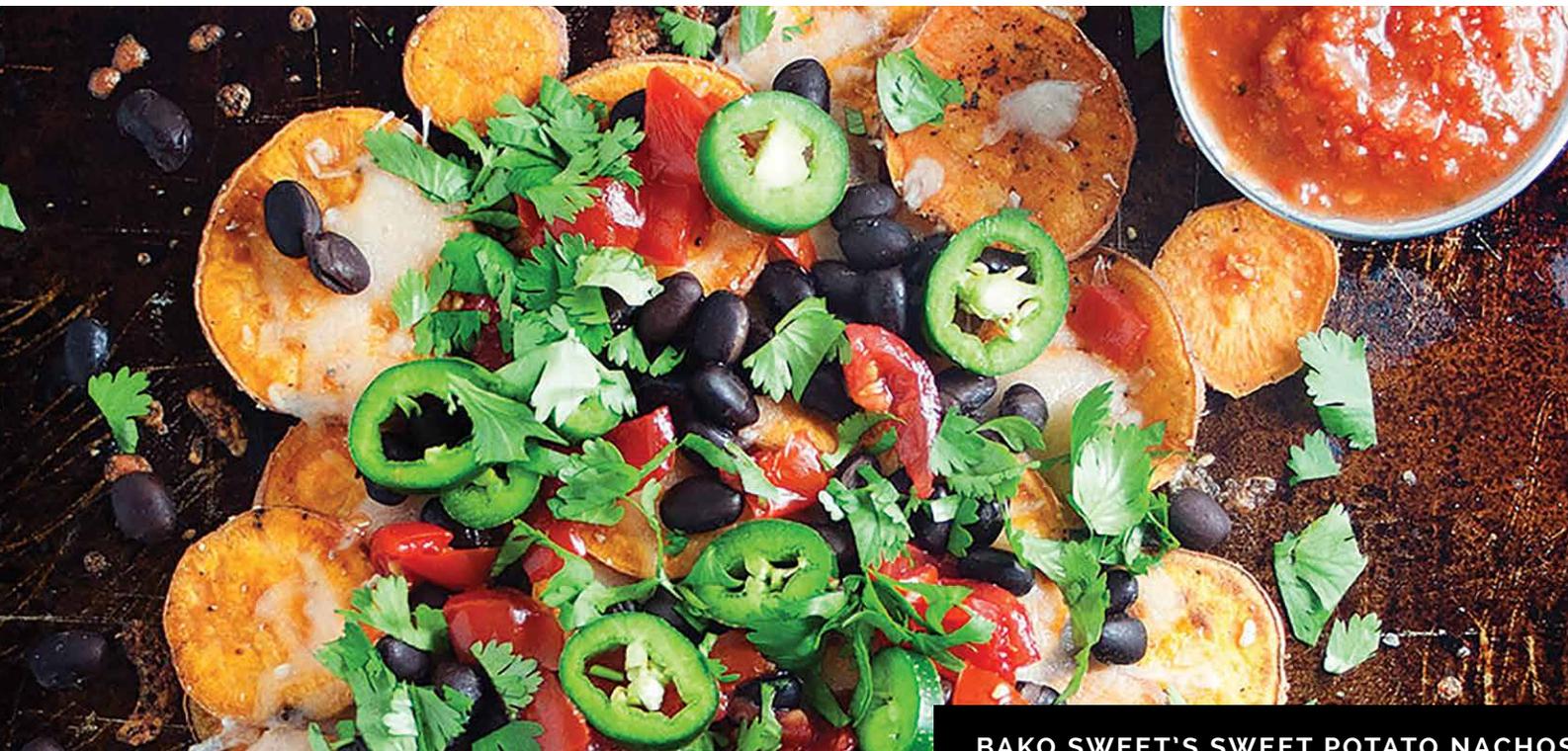


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# WTF DO I DO WITH

{ WHAT THE FORK }

Bako Sweet's  
Sweet Potatoes  
and Sweet Onions ?



BAKO SWEET'S SWEET POTATO NACHOS

## INGREDIENTS

- 3 medium sweet potatoes
- 2 **tbsp** coconut oil
- Salt and pepper
- $\frac{3}{4}$  **cup** of shredded cheddar cheese
- $\frac{1}{2}$  **can** black beans
- 1 tomato
- 1 jalapeño pepper
- $\frac{1}{4}$  **cup** cilantro
- $\frac{1}{2}$  **cup** salsa

### Optional:

- 1 medium sweet onion
- Greek yogurt
- Sour cream

**SERVINGS:** 4

*Image credited to:*  
Kim's Healthy Eats



## DIRECTIONS

- 1 Wash and slice potatoes with skins on. Melt coconut oil. Drain and rinse black beans. Dice tomatoes and jalapeños. Chop cilantro.
- 2 Place sliced sweet potatoes in a large bowl filled with water. Soak sweet potatoes for about an hour. Remove sweet potatoes and pat dry. Place in a bowl and drizzle with coconut oil, salt, and pepper.
- 3 Preheat oven at 400°F.
- 4 Place sweet potatoes on a large baking sheet in a single layer, making sure not to overcrowd the pan. You may need to use 2 baking sheets. Bake for about 15–20 minutes. Flip sweet potatoes and bake for another 10 minutes.
- 5 Remove from the oven and sprinkle with cheese. Place back in the oven for 5 minutes or until cheese is melted.
- 6 Remove from oven and place on serving dish. Top with black beans, tomato, jalapeño pepper, cilantro, and salsa.
- 7 Optional: Add grilled or diced sweet onions for extra flavor. Garnish with a dollop of sour cream or Greek yogurt.
- 8 Serve immediately.

For more delicious, healthy, & easy-to-prepare recipes visit [www.bakosweet.com](http://www.bakosweet.com)

# UP CLOSE



## A CLOSER LOOK AT FRESH ENERGY™ BY CARMEL NATUREL® MEDJOOl DATE PACKAGING

Retailers aiming to capture sales in the date category can now look to the new Fresh Energy™ label, created by Caramel Naturel® and Atlas Produce. Designed to pop on the shelf and bring a vibrant, eye-catching aesthetic to the specialty produce segment, Fresh Energy delivers exactly what its name implies, and more.

With household penetration in the U.S. now up to 35 percent, Caramel Naturel is on a growth trajectory that is taking dates from niche to the mainstream. The company's date sales have been on an upward climb for the past five years, with double-digit growth in that same time frame to boot. Under the Fresh Energy label, the company will offer a variety of items from Whole and Chopped Medjool Dates, Golden Dates, and Date Coconut Rolls, to Date Almond Rolls, Pitted Deglet Noor, and Organic Whole Medjool Dates.

Grown and harvested in Coachella, California, the winter holiday push is just around the corner with sales spiking during this time of year. All dates falling under the Fresh Energy label are jumbo in size and have some of the best flavors in the industry. With volume steadily increasing year-over-year, this brand is ready to respond to the retail community in force.

Now is a great time for retailers to take advantage of promotional opportunities and showcase a specialty item that is growing in both supply and demand. In addition to taking advantage of holiday sales, retailers should also create destinations for the various date offerings that Caramel Naturel offers, and not just display them seasonally, but year-round. It's date time, all the time.



# California GRAPE Snapshot

THOUGH THE DOMESTICATED GRAPE REARED ITS FRUITY BUNDLE NEARLY 8,000 YEARS AGO, GRAPES FEEL TIMELESS. A FAMILIAR SIGHT IN FAMOUS ART, PLAYS, AND PHILOSOPHICAL MUSINGS, CONSUMERS KNOW THE REGAL POWER OF THE FRUIT AND KEEP THE NATURALLY SWEET SELECTION A PART OF THEIR ROUTINE PURCHASES. WITH A WIDE VARIETY OF COLORS, SIZES, AND VARIETIES TO CHOOSE FROM, HERE ARE SOME PRIME SELECTIONS THAT KEEP CONSUMERS COMING BACK FOR MORE...



*Summer Royal*

**SEASON:** MAY—OCT  
**COLOR:** BLACK  
**SIZE:** MEDIUM  
**SHAPE:** ROUND-SLIGHTLY OVAL  
**SEEDS?** NO



*Autumn Royal*

**SEASON:** AUG—JAN  
**COLOR:** BLACK  
**SIZE:** LARGE  
**SHAPE:** OVAL-ELONGATED  
**SEEDS?** NO



SUGRATHIRTEEN  
*Midnight Beauty®*

**SEASON:** JUNE—SEPT  
**COLOR:** BLUE-BLACK  
**SIZE:** LARGE  
**SHAPE:** ELONGATED  
**SEEDS?** NO



IFG SIX  
*Sweet Sapphire®*

**SEASON:** MID-AUG—END OF SEPT  
**COLOR:** DEEP BLUE-BLACK  
**SIZE:** MEDIUM-LARGE  
**SHAPE:** ENLONGATED TUBULAR  
WITH DIMPLED END  
**SEEDS?** NO



IFG NINE  
*Jack's Salute®*

**SEASON:** MID-SEPT—MID-OCT  
**COLOR:** SOFT ROSE-RED  
**SIZE:** LARGE  
**SHAPE:** ELONGATED BERRY  
**SEEDS?** NO



C51-63  
*Vintage Red*

**SEASON:** AUG—JAN  
**COLOR:** RED  
**SIZE:** LARGE  
**SHAPE:** OVAL-ELONGATED  
**SEEDS?** NO



IFG 68-175

*Sweet Celebration®*

**SEASON:** AUG—DEC  
**COLOR:** RED  
**SIZE:** LARGE  
**SHAPE:** OVAL  
**SEEDS?** NO



90-3618

*Holiday®*

**SEASON:** SEPT—DEC  
**COLOR:** RED  
**SIZE:** VERY LARGE  
**SHAPE:** ROUND  
**SEEDS?** NO



*Crimson Seedless*

**SEASON:** AUG—JAN  
**COLOR:** RED  
**SIZE:** MEDIUM  
**SHAPE:** CYLINDRICAL  
**SEEDS?** NO



SUGRANINETEEN

*Scarlotta Seedless®*

**SEASON:** SEPT—DEC  
**COLOR:** RED  
**SIZE:** VERY LARGE  
**SHAPE:** OVAL—ELONGATED  
**SEEDS?** NO



*Red Globe*

**SEASON:** JULY—JAN  
**COLOR:** RED  
**SIZE:** VERY LARGE  
**SHAPE:** ROUND  
**SEEDS?** YES



*Scarlet Royal*

**SEASON:** JUNE—JAN  
**COLOR:** RED  
**SIZE:** LARGE  
**SHAPE:** OVAL  
**SEEDS?** NO



*Flame Seedless*

**SEASON:** MAY—OCT  
**COLOR:** RED  
**SIZE:** MEDIUM  
**SHAPE:** ROUND  
**SEEDS?** NO



ARRA TWENTYEIGHT  
*Passion Punch™*

**SEASON:** SEPT—OCT  
**COLOR:** PINKY-RED  
**SIZE:** LARGE-EXTRA LARGE  
**SHAPE:** OVAL  
**SEEDS?** NO



ARRA TWENTYNINE  
*Passion Fire™*

**SEASON:** JUNE—AUG  
**COLOR:** FIERY RED  
**SIZE:** LARGE-EXTRA LARGE  
**SHAPE:** OVAL  
**SEEDS?** NO



**ARRA FIFTEEN**

*Sweeties™*

**SEASON:** JULY—SEPT  
**COLOR:** BRIGHT GREEN  
**SIZE:** EXCEPTIONALLY LARGE  
**SHAPE:** ELONGATED  
**SEEDS?** NO



*Thompson Seedless*

**SEASON:** JUNE—NOV  
**COLOR:** GREEN  
**SIZE:** MEDIUM-LARGE  
**SHAPE:** CYLINDRICAL  
**SEEDS?** NO



**SHEEGENE-4**

*Luisco®*

**SEASON:** AUG—DEC  
**COLOR:** GREEN  
**SIZE:** VERY LARGE  
**SHAPE:** OVAL  
**SEEDS?** NO



**SUGRAONE\***

*Superior Seedless®*

**SEASON:** MAY—SEPT  
**COLOR:** GREEN  
**SIZE:** LARGE  
**SHAPE:** OVAL-ELONGATED  
**SEEDS?** NO  
\*SOME FRUIT SOLD UNDER LICENSE AS SUPERIOR SEEDLESS®



*autumn King*

**SEASON:** AUG—JAN  
**COLOR:** GREEN  
**SIZE:** VERY LARGE  
**SHAPE:** CYLINDRICAL TO OVAL  
**SEEDS?** NO



*princess*

**SEASON:** JULY—NOV  
**COLOR:** GREEN  
**SIZE:** LARGE  
**SHAPE:** CYLINDRICAL  
**SEEDS?** NO



*sheegene-17™*

**SEASON:** AUG—NOV  
**COLOR:** GREEN  
**SIZE:** LARGE  
**SHAPE:** OVAL  
**SEEDS?** NO



**BLANC SEEDLESS**

*pristine®*

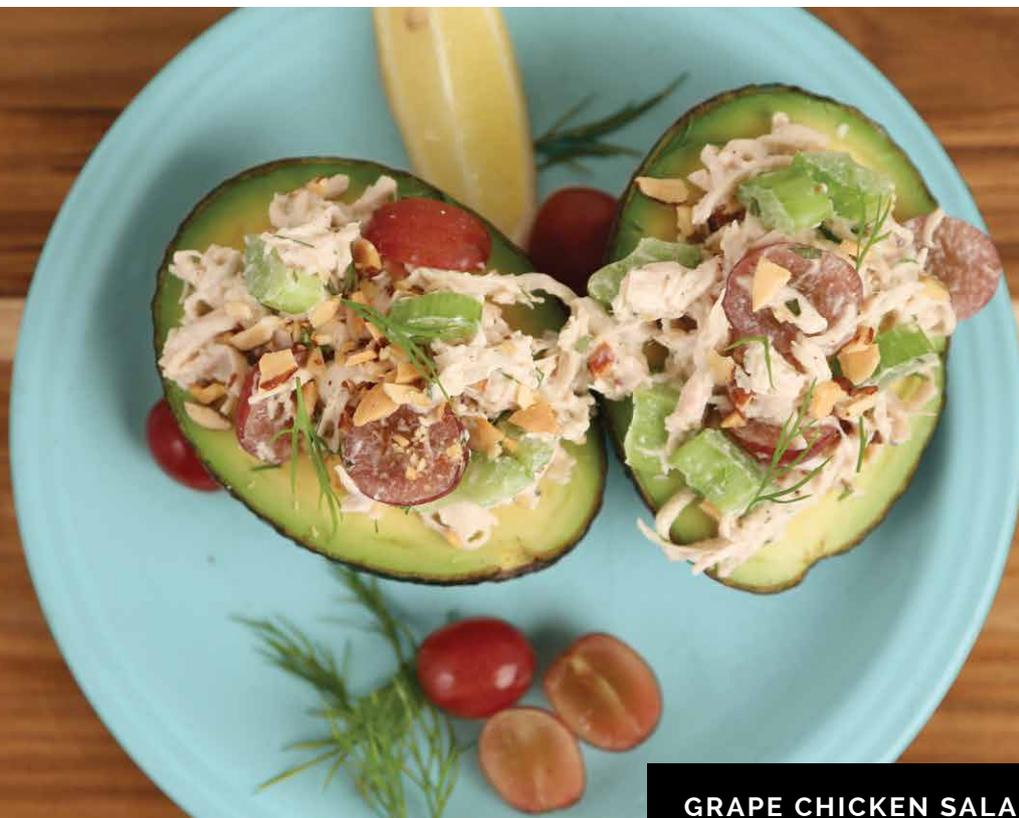
**SEASON:** JULY—NOV  
**COLOR:** GREEN  
**SIZE:** VERY LARGE  
**SHAPE:** ELONGATED  
**SEEDS?** NO

SOURCES: CALIFORNIA TABLE GRAPE COMMISSION, ANDNOWUKNOW TABLE GRAPE CONTRIBUTORS

# WTF DO I DO WITH

{ WHAT THE FORK }

Castle Rock  
Vineyards Red  
Seedless Grapes ?



GRAPE CHICKEN SALAD STUFFED AVOCADOS

## INGREDIENTS

- 1 lb** boneless, skinless chicken breast
- 1/3 cup** low-fat plain Greek yogurt
- 1/4 cup** light mayonnaise (optional – can use all Greek yogurt instead)
- 1 tbsp** chopped fresh tarragon
- 1 tbsp** chopped dill
- 3/4 tsp** salt
- 1/2 tsp** ground pepper or **1/4 tsp** cayenne pepper for heat
- 1 cup** diced celery
- 1 cup** seedless red grapes, halved (optional)
- 1/4 cup** toasted chopped roasted almonds or walnuts
- 2** firm ripe avocados, halved and pitted
- Half** lemon for light squeeze of juice

SERVINGS: 8

## DIRECTIONS

- 1 Bring chicken to a simmer over medium heat in a large saucepan, filled with just enough water to immerse. Cover the pan and reduce heat to maintain simmer, and continue cooking 12-15 minutes or until the chicken's internal temperature reads 165°F with a thermometer.
- 2 Move chicken to a cutting board to cool. Chop or shred the chicken, then refrigerate 30 minutes until chilled.
- 3 Toss Greek yogurt, mayonnaise (if using), tarragon, dill, lemon juice, salt and pepper/cayenne in a large bowl. Stir in the cold chicken, celery, grapes, and nuts.
- 4 Fill each avocado half with approximately 1/2 cup of the chicken salad. Serve while avocados are fresh.

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# Carrot snapshot



There's a distinct, earthy texture and flavor profile that is intrinsically tied to root vegetables, carrots notwithstanding. Though usually noted for its orange varieties, as the industry knows well, there is a rainbow of colors to anoint the versatile veg. Flush with lauded health benefits, this beloved consumer favorite may not actually deliver on its fabled ability to bestow improved night vision but is an infallible option for a range of dishes and uses. So, how do consumers like their carrots best?



### Baby

dollars: \$721.8 million  
pounds: 490.9 million  
% dollar change vs. Y.A.: -2.0%  
% volume change vs. Y.A.: +0.1%



### Cello

dollars: \$353.1 million  
pounds: 416.7 million  
% dollar change vs. Y.A.: +4.9%  
% volume change vs. Y.A.: +5.0%



### Value-Added

dollars: \$226.8 million  
pounds: 89.1 million  
% dollar change vs. Y.A.: +5.9%  
% volume change vs. Y.A.: +6.8%



### Loose

dollars: \$34.6 million  
pounds: 43.1 million  
% dollar change vs. Y.A.: +12.7%  
% volume change vs. Y.A.: +9.4%



### Purple/Red

dollars: \$21.3 million  
pounds: 8.5 million  
% dollar change vs. Y.A.: +91.5%  
% volume change vs. Y.A.: +89.9%



### Others\*

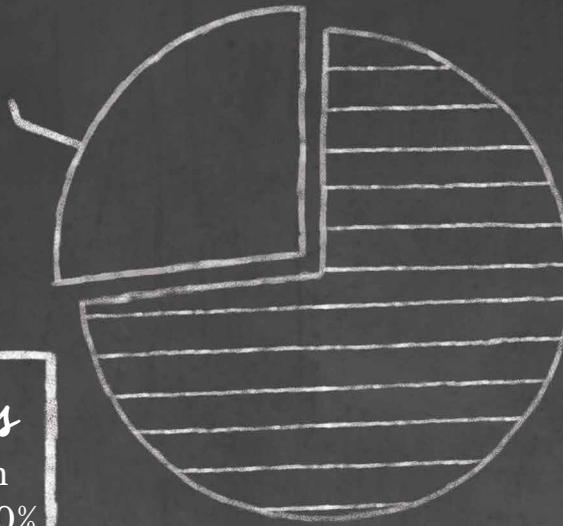
dollars: \$20.8 million  
pounds: 8.98 million  
% dollar change vs. Y.A.: -6.8%  
% volume change vs. Y.A.: -6.4%

Source: IRI Worldwide, Data through the 52 weeks ending 5/14/2017 vs. year ago

\*Others: Mostly "bunch" and some "French"

*Organic*  
 dollars: \$369.2 million  
 % dollar change vs. Y.A.: +7.5%

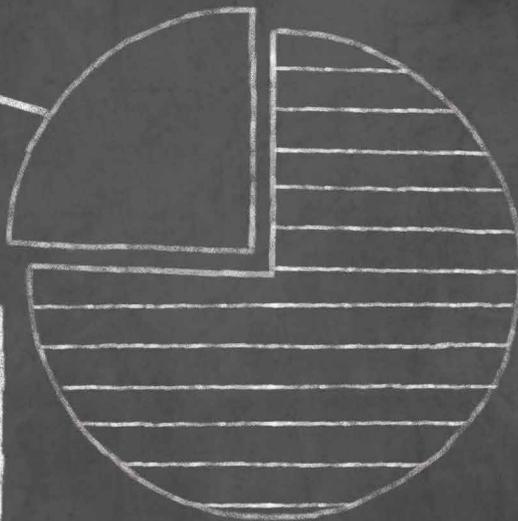
**Total Dollars**  
 dollars: \$1.4 billion  
 % dollar change vs. Y.A.: +2.0%



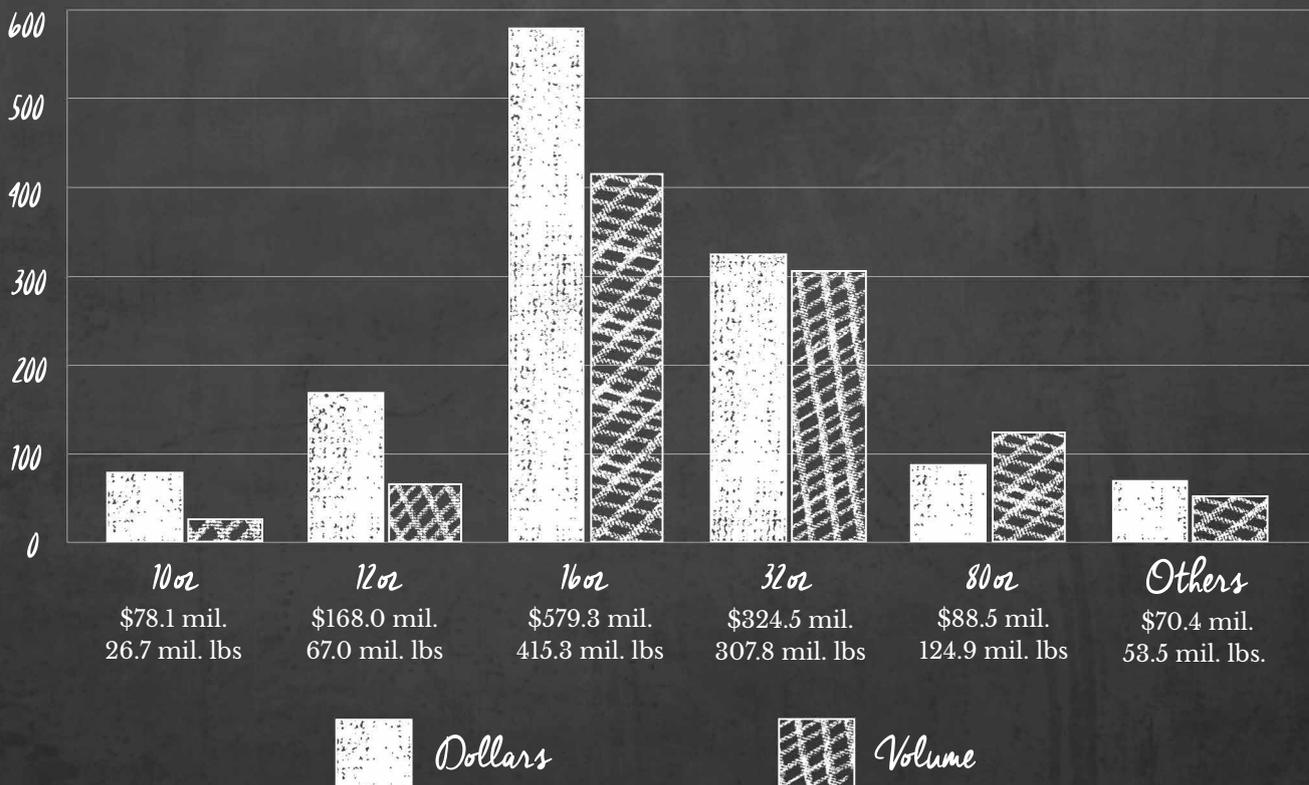
*Conventional*  
 dollars: \$1.0 billion  
 % dollar change vs. Y.A.: +0.1%

*Organic*  
 pounds: 258.3 million  
 % dollar change vs. Y.A.: +7.0%

**Total Volume**  
 pounds: 1.1 billion  
 % volume change vs. Y.A.: +3.2%



*Conventional*  
 pounds: 799.0 million  
 % volume change vs. Y.A.: +2.1%





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GREENYARD LOGISTICS USA

# BEYOND <sup>A</sup> BUILDING

*By Melissa De Leon*





*Steve Marinello (centered left) and Mayda Sotomayor-Kirk (centered right) with the Greenyard Logistics USA team*

If home is where the heart is, then moving is quite the adventure. For Greenyard Logistics USA, as the company relocates into a brand new state-of-the-art facility, that adventure is one that will prime it for growth.

Located in Swedesboro, New Jersey, the company's new facility is in close proximity to the northeastern ports, a major receiving point for imported fresh produce in the U.S. It is the first American building and expansion of Belgium-based Greenyard, a global market leader in fresh fruits and vegetables and parent to both Greenyard Logistics USA and Seald Sweet.

The scale to which Greenyard Logistics USA has taken in opening its new facility is awe-inspiring to say the least, having opened its doors June 26, 2017, to 152,000-square-feet of space, 30 doors, 8,000 pallet positions, and an immeasurable influx of possibilities.

"Any time you move an entire facility there are going to be challenges, especially when you are just about tripling your size—but it's a great problem to have," Greenyard

Logistics USA Head of New Business Development and Vice President, Steve Marinello, tells me when I ask how everything is going, "We're installing new machinery and new lines into a bigger facility, as well as taking on additional business. Needless to say, we're keeping busy!"

Formerly known as UNIVEG Logistics America, the company has been operating in the New Jersey-Philadelphia area since 2008. The success, which ultimately led to the expansion and new facility, can be greatly attributed to Greenyard's well-seasoned core operations team, including General Manager John Garrett. John, like many others on Greenyard's team, has a genuine passion for the growth of the business and taking on challenges.

"We have come a long way over the years, thanks to the dedication, long hours, and sacrifice of our staff," says Mayda Sotomayor-Kirk, Managing Director of Greenyard Logistics USA. "Our growth has been a direct result of a tremendous team effort."

The growth spurt in size and resources is coming with partnerships to match that place a key emphasis on the company mission statement of being, "committed to grow consumption of fruit and vegetables for a healthier future, by partnering with the best parties in the chain from fork to field to meet consumer needs creating value for all." Now, it has increased capacity and high-quality added value services to offer its existing and new customers, as well as service-providing to both growers and retailers.

The facility has the design and the flow to help achieve all of that, with many provisions in the new building that offer complete cold chain management.

"We have put a lot of thought and planning into this facility," says Mayda. "We've incorporated our experiences of what works in this business, combined with technology and know-how of our European entities utilizing what works in those markets. Greenyard is very experienced in the logistics field, owning and operating more than 30 distribution centres in the E.U. and other markets around the world. So, it has been a great advantage to leverage those practices in our new facility."

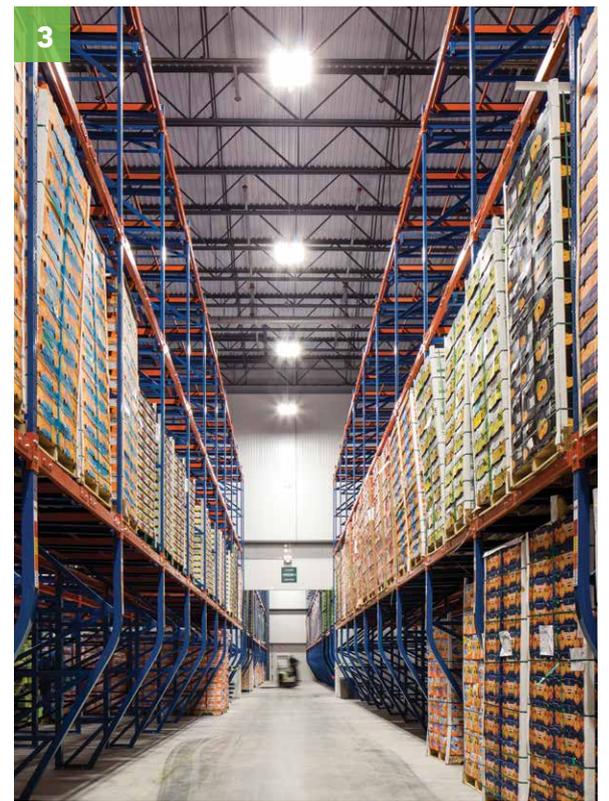
The overall structure and operational flow of the new building has been designed as a fluid,

### U.S. FACILITY EXPANSION

**152,000**  
SQ.-FT. OF SPACE

**30**  
DOORS

**8,000**  
PALLET POSITIONS



(1) Seald Sweet Clementines on the packing line (2) Part of Greenyard Logistics dock (3) Part of Greenyard Logistics 8,000 pallet positions (4) Greenyard employee scanning a pallet (5) Seald Sweet Clementines on the grading line



**“TO BE A PART OF THAT CUSTOMER’S TRUST AND OF THE SUPPLY CHAIN IS A BIG RESPONSIBILITY, BUT IT MAKES YOU PROUD TO PROVIDE THOSE SOLUTIONS AND THAT SERVICE.”**

## STEVE MARINELLO

Head of New Business Development & Vice President, Greenyard Logistics USA



flowing tool for moving fresh produce. The dock system allows inbound and outbound drivers to open their doors from the inside of the building so that the cold chain isn’t broken—product is never exposed to temperatures outside of Greenyard’s control.

“This is very important,” Steve impresses. “Because while you might have a refrigerated dock, which is pretty common, you still won’t get the same benefits you’re looking for if the driver has to spend 10 to 15 minutes backing up and exposing the product to the wrong air temperature—either hot and humid in the summer or ice cold in the winter. Not breaking that cold chain is the complete goal here in this building.”

Greenyard’s design also includes wider, longer loading platforms for a smoother transition as trucks load or unload, finding literally no bumps in the road to ensure minimal room for damaging the product.

“Overall, there are a number of design features that will help guarantee a better quality of service and a better production flow out of this facility,” Steve explains. “This building has a flow in it that provides more efficient distribution of the product, better cold chain management, and it’s one of the best designs I’ve ever seen in a facility.”

And Steve is no stranger to any side of the produce chain. He may have stepped into his role just last April, but he has not only a noted history with Seald Sweet as its former Director

of Imports, and before that a Foodservice Sales Manager, but a robust tenure in logistics with Miami-based Flagler Global Logistics, as well as a buyer for US Foods. These various roles have fostered a multi-faceted business vantage point, from growers, retailers, and sales perspectives, to logistics experience. This helps greatly in seeing beyond logistical efficiencies, to what’s necessary to meeting customers’ needs.

Greenyard Logistics USA and Seald Sweet currently represent parent company Greenyard’s

North American-based businesses, sharing that commitment to customers and a passion for produce. The investment in this new facility alone serves as a good demonstration to that value.

“This is a very exciting time to roll out Greenyard’s plans and deliver this service—to unveil our expansion and our growth,” Steve comments, hinting that there’s much more to come. “In addition to the 152,000-square-feet we have, we are poised for a 48,000-square-foot expansion to this facility. It hasn’t been executed yet; we will do that as the business dictates, but we have the space and the plans completed to be ready for that.”

“Expansion in the U.S. market is one of Greenyard’s driving objectives and part of our corporate strategic plan,” shares Mayda. “The U.S. is considered a growth market for the fresh division of our company, so this new facility is part of that plan and continued growth.”

Steve continues, “It’s exciting when a company makes the kind of investment Greenyard has made in this facility, and the dedication it has. This company has been in this market for a long time. Seald Sweet alone has been an industry leader for over a hundred years. Then you have Greenyard, who has been a dominant player in Europe, with growth plans now in the U.S. market.”

So, what is the model that has led to so much success? A focus on not only servicing retailers, but connecting them to growers.

“Facilitating the logistics division of Greenyard is how we connect those two ends,” Steve says. “And doing it in an efficient way that protects the freshness and guarantees the quality of the product is our focus.”

That focus has not only brought Greenyard and Seald Sweet where they are today, but also guides them toward a future that continues to carry that message and more as it looks to serve as one of the best partners to retailers in a fast-moving landscape across the U.S. market.

“This industry is going through a metamorphosis with the Food Safety Modernization Act,” Steve comments. “There are a lot of things happening in our industry here in the United States. Just as the act says, it’s a modernization of our industry. So, how do we make doing business easy and secure? That’s our goal, to provide solutions for companies.”

With a lifetime in the industry and never a moment’s hesitation that he is where he is meant to be, all I have left to ask Steve is what it is about Greenyard and its business that fuels that passion.

“Produce...it’s just a fantastic business. It’s a great feeling to walk into one of your customer’s stores and see the product that you had a hand in packing or delivering to them,” Steve says. “To be a part of that customer’s trust and of the supply chain is a big responsibility, and it makes you proud to provide those solutions and that service. When you get bitten by the produce bug, it’s not if there are issues, it’s how you solve them.”

This is one of the points of differentiation with Greenyard’s team. Mayda comments, “I heard a quote not too long ago that I feel represents my feelings on our new facility: ‘It is not the beauty of a building you should look at; it’s the construction of the foundation that will stand the test of time.’ I consider that foundation to be the people on our team.”

And how could anyone argue with that? 



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Greenhouse Grown

# WTF

# DO I DO WITH

L&M's  
Spaghetti Squash ?

{ WHAT THE FORK }



L&M'S SPAGHETTI SQUASH PESTO

## INGREDIENTS

1 spaghetti squash

*For the Pesto:*

2 cups tightly packed basil

1/3 cup raw walnuts or pine nuts

1/2 cup extra virgin olive oil

3 cloves of garlic

1 tbsp lemon juice

1/4 tsp salt

3 tbsp Parmesan cheese

Black pepper, to taste

**SERVINGS:** 4

## DIRECTIONS

- 1 Rinse the squash and pat dry.
- 2 Poke the skin of a whole squash several times before cooking with a sharp knife to let steam escape.
- 3 **To cook in microwave:** Place whole squash in a microwave and cook for 10 minutes. If not fork tender, continue to cook, checking every two minutes until easily pierced with a fork.  
**To cook in oven:** Place whole squash in oven-safe dish. Bake at 375°F for 60-90 minutes until easily pierced with a fork.
- 4 **Once cooked:** Using potholders, remove squash from microwave or oven.
- 5 Carefully cut in half lengthwise and scoop out seeds. Use a fork to separate the strands.
- 6 **For pesto:** Blend all pesto ingredients except oil in a food processor.
- 7 Once well combined, let the food processor continue to run and slowly drizzle oil into the port.
- 8 Once smooth, pour over cooked spaghetti squash and serve.

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**#PARTNERSINPRODUCE**

A hand holding a tomato in a grocery store produce section. The background is filled with various fresh produce like leafy greens, mushrooms, and other vegetables on shelves.

# FARE GAME

BY EVA ROETHLER

AT EARTH FARE, HEALTH CONQUERS ALL, GOVERNING EVERYTHING FROM THE GUIDING PHILOSOPHY, TO THE PRODUCT LIST, TO THE PASSION OF ITS TEAM. DIRECTOR OF PRODUCE MIKE LAPPIN AND CEO FRANK SCORPINITI REVEAL THE GAME PLAN FOR GROWTH AS THE RETAILER LOOKS TO THE FUTURE...



MIKE LAPPIN, DIRECTOR OF PRODUCE, EARTH FARE ▲

# M

ike Lappin, Director of Produce at Earth Fare, can talk endlessly about his love of fruits and vegetables.

After all, before he is anything else, Mike is an advocate for healthy food. A fact that CEO Frank Scorpiniti corroborates as he proudly reveals what it is that makes Mike so essential to Earth Fare.

The duo make up part of the core team at the healthy grocer. Since 1975, when the flagship store opened in Asheville, North Carolina, Earth Fare has created a special place for people who care deeply about the food they put into their bodies. Over time, the concept has evolved beyond appealing only to the customers who already “get it,” and is now what Frank calls a “talking store” that educates newcomers about their food as they shop.

“The vision for our produce program—as with every program in the store—starts with Earth Fare’s Food Philosophy,” Mike shares. “Within that framework, we aim to be an industry leader in high-quality and organic offerings—in fact, 70 percent of our produce department is organic.”

The rapidly expanding healthy grocer is distinguished by its token Boot List of banned ingredients, which advises the strict product standards enforced by category buyers or Food Philosophers, as Frank fondly refers to them. Currently sitting at 127 items, the Boot List forbids potentially unhealthy ingredients from gracing the aisles of the store, instilling confidence in the loyal community of health-centric shoppers who flock to its 41 locations along the East Coast. As the company looks to expand to 49 stores within the next 11 months, the Boot List raises the bar across the aisles, but the driving force is the company’s Food Philosophy, a promise which shoppers can depend upon.

Under the company’s health-forward Food Philosophy, it follows that fresh produce is placed front and center in the store, with new store formats allocating



# OUR Food PHILOSOPHY

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- ARTIFICIAL SWEETENERS
- BLEACHED OR BROMATED FLOUR
- ANTIBIOTICS
- HIGH FRUCTOSE CORN SYRUP
- ARTIFICIAL PRESERVATIVES
- ARTIFICIAL COLORS OR FLAVORS

even more square footage to the premier category. Shoppers who walk through the door experience awe at the meticulously curated produce department; Mike's vision brought to life.

"We maintain the integrity of the organic product throughout the supply chain—from the farm, to distributors, to the way the product is placed on the shelves," Mike shares. "Even the leafy greens on our wet wall are misted with clean, reverse osmosis water. The integrity of our organic product is meticulously maintained from start to finish."

Alongside an expansive array of fruits and vegetables sits a raw organic juice and coffee bar, where everything is organic right down to the cream and sugar. In the new prototype stores, the company has added prep stations on the sales floor so that shoppers can watch staff prepare the fruits and vegetables which stock the fresh-cut shelves. The department even boasts housemade salsa and beautiful guacamole which, Frank laughs, doesn't stay beautiful for long because using preservatives would be in violation of the Food Philosophy.

"Our Food Philosophy has allowed us to offer the cleanest assortment of food and

groceries in North America, which creates a real difference in people's lives. There is a magic in that, which I believe gives Earth Fare a culture, energy, and potential that is unstoppable," Frank proudly shares. "Every single member of our staff is passionate about getting the message out and educating our communities about what clean eating can do for them and their families."

In a landscape where retail point-of-differentiation is becoming more and more vital, the cohesive vision at Earth Fare provides a serious value proposition to consumers. A point which Mike can testify to, as his first experience with the grocer was as a shopper, viewing Earth Fare's offering through impartial eyes. He chanced into the retail industry, working his first supermarket job when a place opened up next door to a restaurant he worked at 15 years ago in Florida. Eventually, Mike decided he wanted to be more connected to the food with which he was working, and discovered Earth Fare upon moving to Asheville. The rest is history.

"Produce was a natural fit for me, especially as a vegetarian," Mike reveals. "I enjoy working with living food and the ever-



“THERE IS A VERY SPECIAL RELATIONSHIP THAT DEVELOPS, AND I BELIEVE THAT IS WHAT EARTH FARE IS OFFERING THROUGH HEALTHY FOOD. SELLING GROCERIES IS AN UNDERSTATEMENT OF WHAT WE DO, BECAUSE IT'S ABOUT MORE THAN SALES.”

- FRANK SCORPINITI, CEO, EARTH FARE

changing seasons, and I found my niche in merchandising. I love the idea of making things beautiful for the customer, and I take a lot of pride in making our products appealing.”

Frank, who went to pharmacy school, sees food as medicine; with the ability to prevent problems and chronic illness before they can take hold.

“When I was younger and needed money to buy a car, I worked in a pharmacy under a man who turned out to be an esteemed figure in the community,” Frank says. “It was amazing to see the interactions he had with customers, which centered around discussions of health. There is a very special relationship that develops, and I believe that is what Earth Fare is offering through healthy food. Selling groceries is an understatement of what we do, because it’s about more than sales. In fact, as you can imagine, our Boot List can often make things more challenging in that aspect. But what we do is bigger than that; we are bringing together a community of healthy people all along the supply chain.”

Retailers often talk about shared vision, Earth Fare’s vision is not only communal, but clearly defined, unwavering, and strictly sanctioned from field to fork. Mike has put together a program that truly revolves around partnership, encouraging those with similar mindsets to participate and lift each other up to serve the purpose.

“Staying connected and actively involved in the entire supply chain is really key to the success of our program. We take time to help our vendors understand what the product will look like in Earth Fare, which is different than what you would see at a farmer’s market,” Mike offers. “We take on that education ourselves.”

Earth Fare has team members on site at distribution, monitoring the product before it even gets to the store, which is an extra step implemented to ensure that only the highest quality of product makes its way to the aisles.

“Relationships with local vendors are crucial for us, and one of the core values that forms Earth Fare’s identity,” Mike divulges. “Each time we enter a new market, we spend months researching local suppliers and producers, and hold a local vendor fair to vet them and make sure their practices align with our brand. Sometimes we encounter a supplier that’s a great fit in our culture, but who needs a little guidance in growth and expansion in order to meet

our needs. We love walking them through that process. It creates a mutually beneficial relationship.”

Under Mike, the produce program at Earth Fare is a well-oiled machine, delivering product that the consumer can trust aligns with their values.

Today, Earth Fare is ready to ramp up with the addition of new stores, and has recently implemented a new campaign which reflects the values of the company. The *Live Longer With Earth Fare* campaign taps into consumer’s ability to “blindly trust” the company to provide healthy food. In fact, the company insists, customers could do their weekly grocery shopping blindfolded, and still know they are bringing only the most wholesome food home to their table, as demonstrated by the campaign’s premier TV commercial.

“Last year the Washington Post published a study showing that, for the first time, American life spans got shorter,” Frank explains about the origin of the campaign. “It was unbelievable to us that in one of the wealthiest nations in the world, lifespan is now going backwards. When it comes to living a long, healthy life, it starts with what we put in our mouths. That’s how Live Longer With Earth Fare was born.”

At Earth Fare, food is a serious life-saving business, and with more and more consumers taking health into their own hands, it’s easy to see that Frank and Mike are at the top of their game. **S**





Double  
Diamond  
Farms

# Cocktail Cukes



Flavor  
grows  
here.™

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# UP CLOSE



## A CLOSER LOOK AT SOUTHERN VALLEY'S ZUCCHINI NOODLES

**S**outhern Valley is not your average company, and if you have a craving for #notyouraveragenoodle, then the Norman Park, Georgia-based grower has you covered.

Southern Valley's new zucchini noodles are an excellent gluten-free and heart-healthy source of antioxidants, and as a huge perk for consumers, takes the prep time out of making veggie noodles at their homes.

Great as a pasta substitute and an excellent way to add more veggies to consumers' dishes, these noodles currently come in 1 lb and 2 lb bags, as well as 1 lb clamshells. Sourced from across Southern Valley's growing regions, this new product is available year-round, ensuring consistent supply to meet demand.

For retailers, this is a great way to bring diversification to the produce department and stay on top of the trending veggie noodle

category. Not only do the packaging specs offer a variety of options, but Southern Valley also tailors orders and pallets to its customers' needs. For optimal shelf-life, the zucchini noodles should be placed in the produce department in the fresh-cut product display and kept between 36–40°F. Consider all the cross-merchandising opportunities as well, with refrigerated sauces, condiments, or vegetarian fare. The possibilities are endless.





# PUMPKINS & SQUASH

## *Snapshot*

As pleasing to the eye as they are to the palate, these often curvy or bulbous produce items bring an air of festivity to any meal or decorative spread they accompany. Whether summer or winter varieties are currently in season, you're just one quick sauté, grill, steam, bake, or pickle away from a meal worth remembering—and one packed with vitamins A and C, niacin, riboflavin, and iron.



### CARNIVAL

<i>Flavor</i>	Carnival is an acorn squash named for its beautiful color
<i>Size</i>	Small
<i>Color</i>	Spotted with striped colors of white, orange, yellow, and green



### RED KURI

<i>Flavor</i>	Red Kuri has a rich, buttery flesh, and savory flavor; the nice thing about Red Kuri is that when cooked you can eat the skin, too
<i>Size</i>	Small-medium
<i>Color</i>	Red-orange with yellow hints



### TURKS TURBAN

<i>Flavor</i>	Known as the nuttiest of the winter squash; its flavor is often compared to a hazelnut and goes well with East Indian ingredients such as tahini
<i>Size</i>	Medium-large
<i>Color</i>	Range from mottled green, orange, to yellow



## PIE PUMPKINS

<i>Flavor</i>	Pie pumpkins offer a range of eating experiences from sugary or starchy and string-less to velvety and dense
<i>Size</i>	Small–large depending on variety
<i>Color</i>	Ranges from traditional pumpkin orange to deep, rich orange

*Sub-varieties include: Jack Sprat, Cannon Ball, Little Giant, and Mischief*



## DELICATA

<i>Flavor</i>	This is the sweet potato of the winter squash world; its skins are softer than the other squash, and its meat is very sweet
<i>Size</i>	Medium
<i>Color</i>	Cream-to-yellow-colored skin with green stripes, and orange-yellow flesh



## BUTTERNUT

<i>Flavor</i>	Butternut squash has a similar taste profile to a sweet potato but is not as sweet; it works well in savory or sweet dishes
<i>Size</i>	Medium
<i>Color</i>	Cream-colored exterior with bright orange flesh



## ACORN/DANISH

<i>Flavor</i>	Acorn squash has a sweet, nutty flavor
<i>Size</i>	Small
<i>Color</i>	Rich butter-colored interior and thick, dark green and orange skin



## SPAGHETTI

<i>Flavor</i>	Spaghetti squash has a very mild flavor and is not sweet like many other winter squashes; it is known for its stringy, pasta-like threads
<i>Size</i>	Medium
<i>Color</i>	Ranges from pale cream to bright yellow



## KABOCHA

<i>Flavor</i>	Our favorite description we've heard of for Kabocha is a sweet potato crossed with pie pumpkin, then sprinkled with nuttiness
<i>Size</i>	Medium
<i>Color</i>	Dull finish with dark green skin and bright yellow-orange flesh

**Source:** IRI, Total U.S. Multi-Outlet, latest 52 weeks ending May 14, 2017 vs. year ago

# SQUASH & PUMPKINS

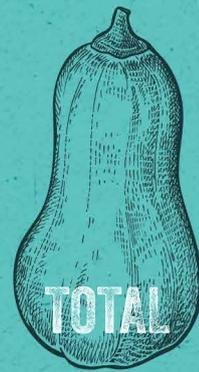
Other varieties and some statistics on them



<i>Dollars</i>	\$818.7 Mil
<i>Pounds</i>	551.5 Mil
<i>Price/Lb</i>	\$1.48



<i>Dollars</i>	\$69.4 Mil
<i>Pounds</i>	30.7 Mil
<i>Price/Lb</i>	\$2.26



<i>Dollars</i>	\$888.1 Mil
<i>Pounds</i>	582.4 Mil
<i>Price/Lb</i>	\$1.52



## YELLOW/GOLDEN ZUCCHINI

<i>Dollars</i>	\$39.2 Mil
<i>Pounds</i>	23.7 Mil
<i>Price/Lb</i>	\$1.65



## ZUCCHINI

<i>Dollars</i>	\$391.4 Mil
<i>Pounds</i>	236.1 Mil
<i>Price/Lb</i>	\$1.66



## YELLOW STRAIGHTNECK

<i>Dollars</i>	\$62.2 Mil
<i>Pounds</i>	35.1 Mil
<i>Price/Lb</i>	\$1.77



## ACORN

<i>Dollars</i>	\$28.9 Mil
<i>Pounds</i>	26.1 Mil
<i>Price/Lb</i>	\$1.11



## SPAGHETTI

<i>Dollars</i>	\$92.2 Mil
<i>Pounds</i>	73.5 Mil
<i>Price/Lb</i>	\$1.25



## BUTTERNUT

<i>Dollars</i>	\$116.9 Mil
<i>Pounds</i>	75.5 Mil
<i>Price/Lb</i>	\$1.55



## CHAYOTE

<i>Dollars</i>	\$21.3 Mil
<i>Pounds</i>	18.4 Mil
<i>Price/Lb</i>	\$1.16



## CALABAZA

<i>Dollars</i>	\$19.4 Mil
<i>Pounds</i>	18.5 Mil
<i>Price/Lb</i>	\$1.05



## YELLOW CROOKNECK

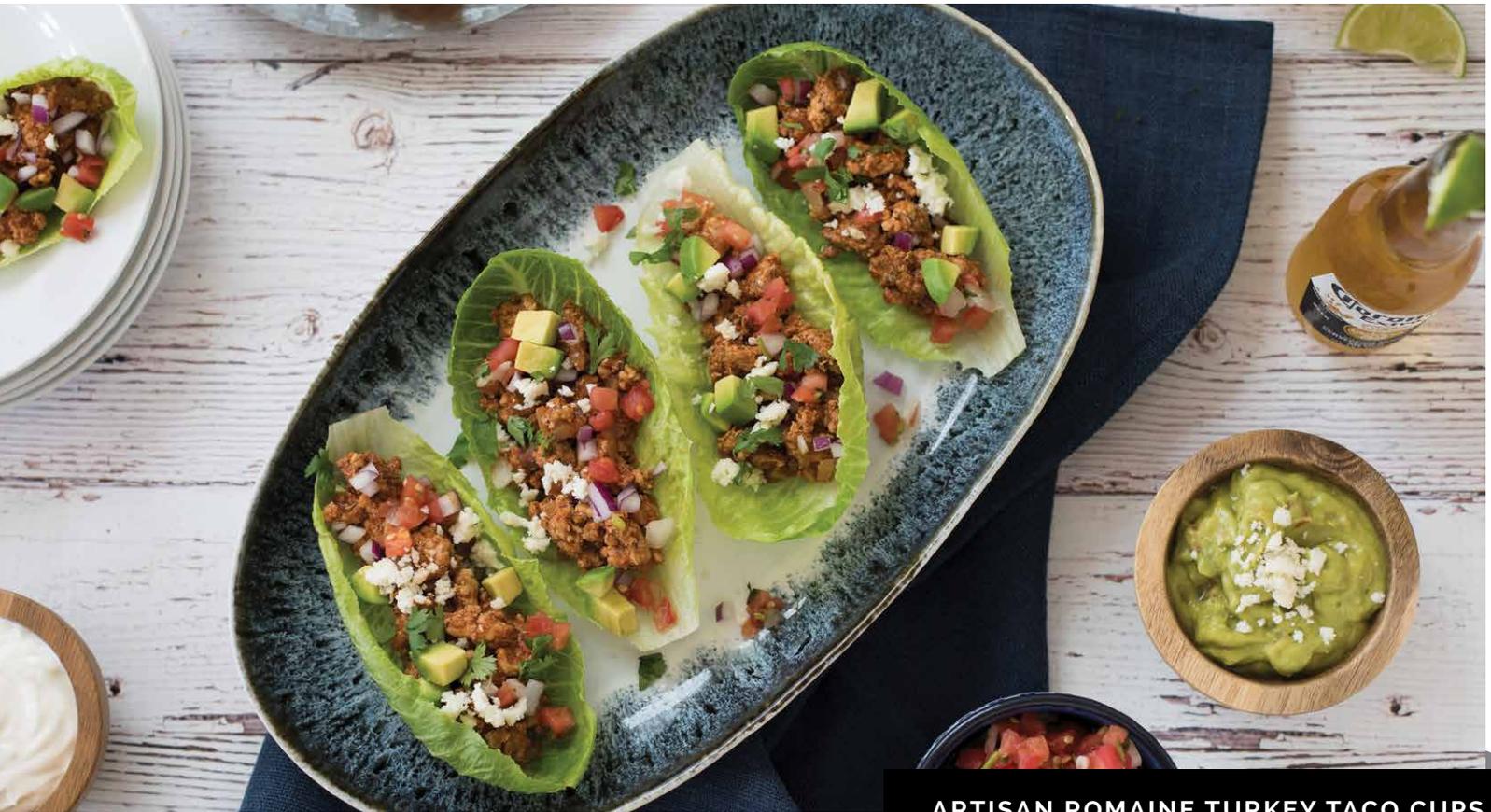
<i>Dollars</i>	\$43.4 Mil
<i>Pounds</i>	29.1 Mil
<i>Price/Lb</i>	\$1.49

# WTF

# DO I DO WITH

Tanimura & Antle  
Artisan Romaine ?

{ WHAT THE FORK }



ARTISAN ROMAINE TURKEY TACO CUPS

## INGREDIENTS

2 heads Tanimura & Antle Artisan Romaine

1 **tbsp** olive oil

$\frac{3}{4}$  **cup** chopped yellow onion

1 **lb** 95 percent lean ground turkey

2 cloves garlic

Salt and freshly ground black pepper

1 **tbsp** chili powder (recommended 2 tsp regular chili powder and 1 tsp ancho chili powder)

1 **tsp** ground cumin

$\frac{1}{2}$  **tsp** paprika

$\frac{1}{2}$  **cup** tomato sauce

$\frac{1}{2}$  **cup** low-sodium chicken broth

### *Suggested Toppings:*

Crumbled cotija cheese, pico de gallo, diced red onion, diced avocado or guacamole, chopped cilantro, sour cream

**SERVINGS:** 4

## DIRECTIONS

- 1 Heat olive oil in a non-stick skillet over medium-high heat. Add onion and sauté 2 minutes. Add turkey and garlic, season with salt and pepper, and cook. Toss and break up turkey occasionally until cooked through, about 5 minutes. Add chili powder, cumin, paprika, tomato sauce, and chicken broth. Reduce to a simmer and cook about 5 minutes until sauce has reduced. Add salt and pepper to taste.
- 2 Chop toppings to desired size.
- 3 To prep Artisan Romaine, chop off root end of romaine, as close to end as possible. Separate leaves. For an extra crispy crunch, chill washed Artisan Romaine leaves in the refrigerator for 30 minutes before assembling.
- 4 Assemble taco cups. Place two closely sized artisan romaine leaves on top of each other, top with ground turkey mixture and toppings of your choice.

For more delicious, healthy, & easy-to-prepare recipes visit [www.taproduce.com](http://www.taproduce.com)



# U.S. Northwest

## PEAR SNAPSHOT

From a juicy bite into a fresh-off-the-tree fruit, to a sweet sip of some cider, pears are being rediscovered in new ways as demand for versatile produce grows. With blushing shades of red, golden yellows, and soothing greens, this is one fruit to keep an eye on as the pear-ing possibilities continue to expand...



### BARTLETT

*Flavor:* Classic pear flavor, with abundant juice and a buttery texture

*Texture:* Very smooth

*Size:* Medium

*Color:* Pale green skin that ripens to full yellow, pale off-white flesh

*Season:* Aug-Jan



### D'ANJOU

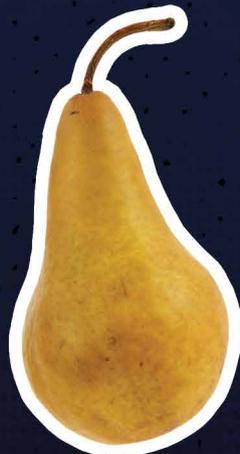
*Flavor:* Sweet citrus flavor

*Texture:* Very smooth

*Size:* Medium

*Color:* Pale green skin that ripens to full yellow, pale off-white flesh

*Season:* Oct-Aug



### BOSC

*Flavor:* Pleasant sweet flavor that is balanced with hints of fall spices

*Texture:* Smooth, dense texture

*Size:* Medium

*Color:* Russet skin and dense off-white flesh

*Season:* Sept-Mar



### RED D'ANJOU

*Flavor:* Pleasant sweet flavor and hint of citrus

*Texture:* Firm and dense

*Size:* Small-medium

*Color:* Dark red to crimson skin, off-white to a creamy pink flesh

*Season:* Oct-June



### CONCORDE

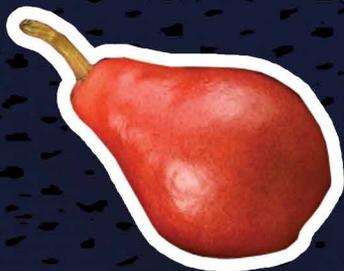
*Flavor:* Tender and juicy, with a sweet vanilla-like flavor

*Texture:* Dense flesh that becomes more tender and juicy as pear ripens

*Size:* Medium-large

*Color:* Bright green skin, white to off-white flesh

*Season:* Sept-Feb



### STARKRIMSON

*Flavor:* Balance of juicy and sweet flavors, floral undertones

*Texture:* Smooth and fine-grained

*Size:* Medium

*Color:* Bright red skin with pale flesh

*Season:* Aug-Dec



### TOSCA

*Flavor:* Sweet and juicy, exotic flavors

*Texture:* Smooth and very firm, creamy

*Size:* Small

*Color:* Greenish-yellow skin with an occasional red blush, white flesh

*Season:* Aug-Sept



### RED BARTLETT

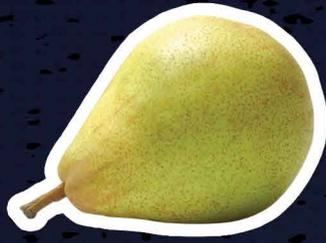
*Flavor:* Pleasant floral aroma, classic pear flavor

*Texture:* Smooth and buttery

*Size:* Medium

*Color:* Red stripes over a green background to full brilliant red, pale off-white flesh

*Season:* Aug-Dec



## COMICE

*Flavor:* Richly sweet and succulent

*Texture:* Soft and smooth

*Size:* Small and short

*Color:* Green with red blush covering small to large areas of the skin, creamy white flesh

*Season:* Sept-Jan



## SECKEL

*Flavor:* Boasts the sweetest flavor profile of all pear varieties

*Texture:* Dense and coarse

*Size:* Small and short

*Color:* Green with deep maroon blush to nearly all red skin, off-white to pale yellow flesh

*Season:* Sept-Dec



## FORELLE

*Flavor:* Distinct cinnamon spice flavor

*Texture:* Dense and coarse, but smooth

*Size:* Small

*Color:* Green to yellow skin with red lenticels, white to off-white flesh

*Season:* Sept-Dec



## ASIAN PEARS

*Flavor:* Subtle melon-like flavors, mild acidity near core

*Texture:* Juicy, slightly grainy texture

*Size:* Medium

*Color:* Cinnamon color to a yellow-cream skin, bright white to pale yellow flesh

*Season:* Sept-Jan

*To make lives healthier*



*by helping people enjoy fruit and vegetables*



*at any moment, easy, fast and pleasurable*



*whilst fostering nature.*

Greenyard Logistics USA is committed to consistently providing state-of-the-art cold chain management and value-added services to the perishables industry. Greenyard Logistics is part of the fresh division of Greenyard, a global market leader in fresh, frozen, and prepared fruits and vegetables, logistics services, flowers, plants, and growing medium. We are committed to growing a healthier future.

**Come grow with us!**



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*for a healthier future*

Third Annual  
BrandStorm™



#BRANDSTORM



Hosted by the **United Fresh Produce Marketing & Merchandising Council**, BrandStorm™ has been developed to engage all levels of brand and marketing professionals in the produce industry looking to enhance their knowledge of brand development, content creation, managing the creative process, measuring marketing ROI, tools, analytics, and much more!

Three years running, BrandStorm engages beyond produce to introduce the best marketing trends, ideas and solutions to the fresh produce industry. Adopt brand successes from top consumer marketers, engage with the best-of-the-best marketing tool developers, and hob-knob with design and packaging rockstars.



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# BETTER TOGETHER

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## A FRUITFUL PARTNERSHIP

BY JESSICA DONNEL

---

*As Chelan Fresh brings treefruit purveyors Borton Fruit and Columbia Valley Fruit into the fold, Director of Marketing Mac Riggan discusses what new capabilities, advantages, and benefits these two high-profile mergers have brought to the table for retail and beyond...*

**A**s one of America's forefathers of business, Henry Ford, said, "Coming together is a beginning. Keeping together is progress. Working together is success." If you measure success in the same way Ford did, it would be easy to say that Chelan Fresh is well on its way.

Having orchestrated two high-profile mergers in the second quarter of 2017, one with Union Gap-based Columbia Valley Fruit and the other with Yakima's Borton Fruit, the united front the company has created is working together to become the retail community's one-stop shop for year-round, high-quality produce. With close to 300 collective years in growing and marketing fruit, the combined Washington companies will ship apples, cherries, and pears, under the Trout and Cascade Crest labels. While the adjoining of these giants seems like a monumental feat, Chelan Fresh's Director of Marketing, Mac Riggan, tells me the move was a natural progression for a company that is always looking to answer the call of the buy-side.

"The many retailers we talked to at the beginning of this, thought it was great news. Just as the packaged salad industry has consolidated itself, retailers are now looking to do that same thing in other categories," Mac shares. "By becoming a larger supplier, you're giving your retailers the ability to work with fewer entities and lower their costs. Anytime you can

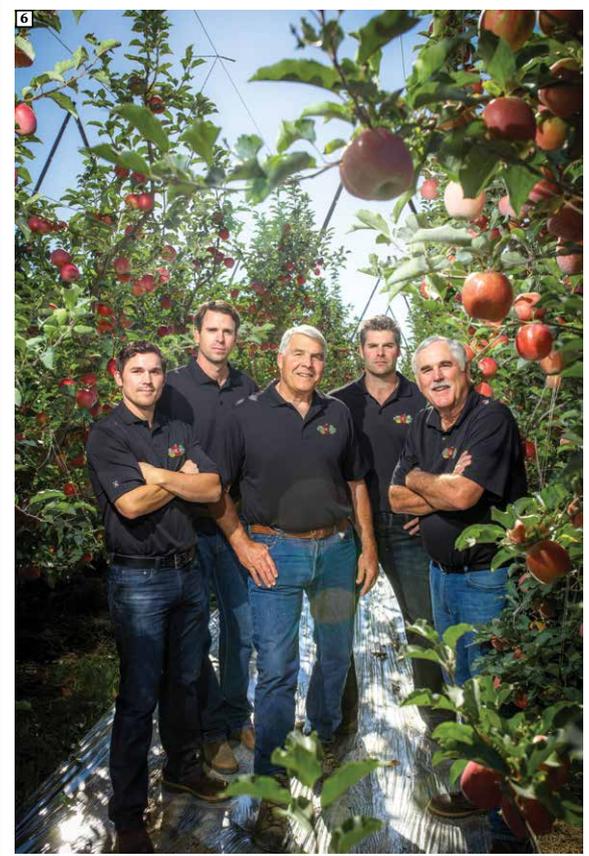
reduce the number of invoices and paperwork they have to process, it helps your customer be more cost efficient and allows them to spend more time actually selling your fruit and less time buying it."

And retailers will have more time to sell from Chelan Fresh's newly-expanded seasons. For cherries, Mac expects to have an additional ten days to two weeks of supply in the early period of June, adding further to the company's already early varieties. For apples, having fruit to the south in Yakima will give Chelan Fresh the earlier start needed for both conventional and organic.

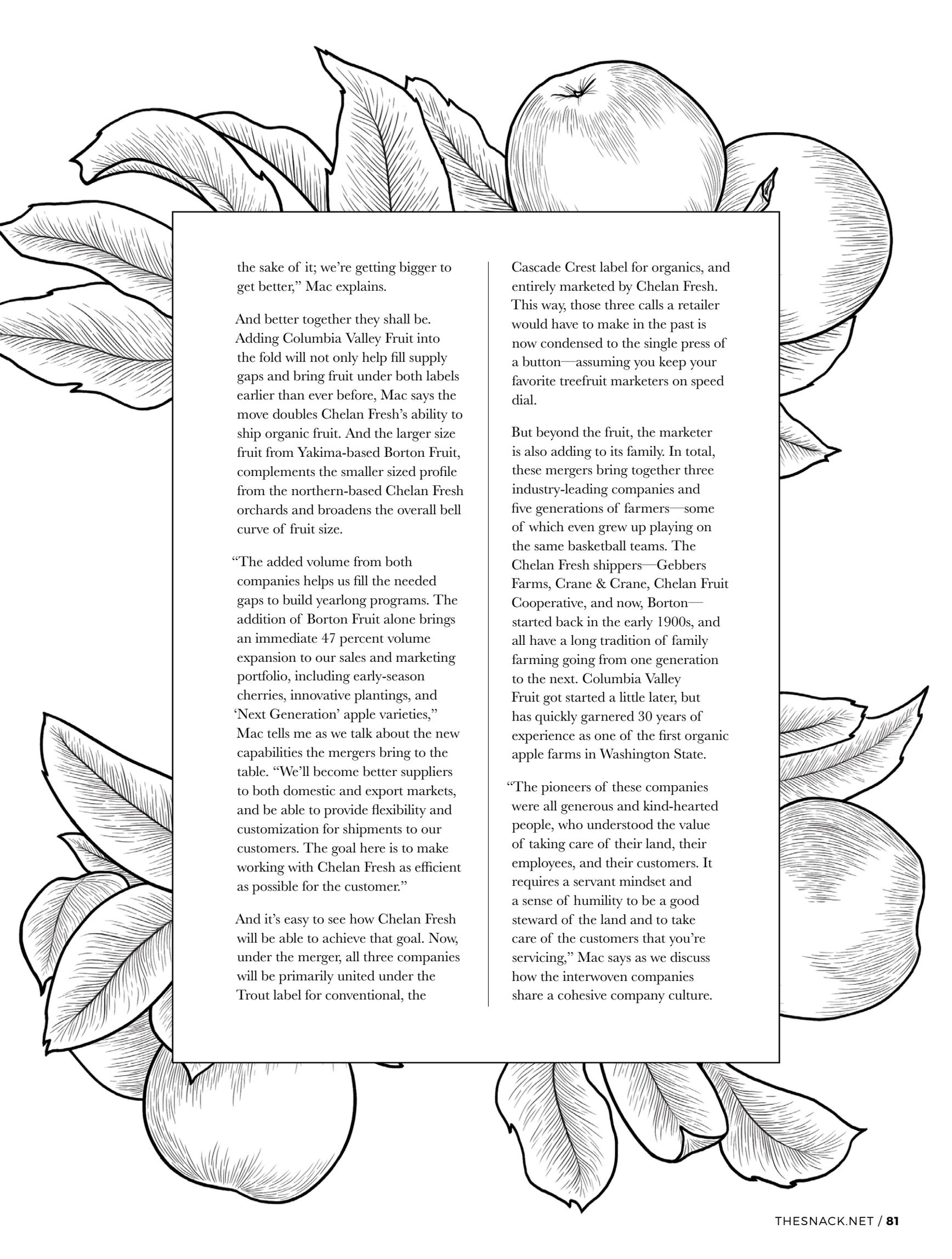
"In the past, supply from our orchards in Chelan have put us between ten days to two weeks behind Yakima—that won't happen anymore," Mac assures me. "We'll be just as early as anybody coming out of the gate. We're also really excited to welcome Borton's new apple, Koru®, out of New Zealand, alongside our SugarBee™ and Rockit™ club apples."

As retailers consolidate and begin to grow organically, Mac says there is a clear signal to suppliers that they are going to have to pivot as well—more fruit, more service, and more varieties in more packages. Suppliers are going to have to grow themselves to respond to that expanded demand from the retail side.

"We're not trying to get bigger just for



(1) The Gebbers family (2) Apple orchards in Yakima, Washington  
 (3) The Chelan Fresh team (4) The Columbia Valley team  
 (5) Apple sorting (6) The Borton Fruit team



the sake of it; we're getting bigger to get better," Mac explains.

And better together they shall be. Adding Columbia Valley Fruit into the fold will not only help fill supply gaps and bring fruit under both labels earlier than ever before, Mac says the move doubles Chelan Fresh's ability to ship organic fruit. And the larger size fruit from Yakima-based Borton Fruit, complements the smaller sized profile from the northern-based Chelan Fresh orchards and broadens the overall bell curve of fruit size.

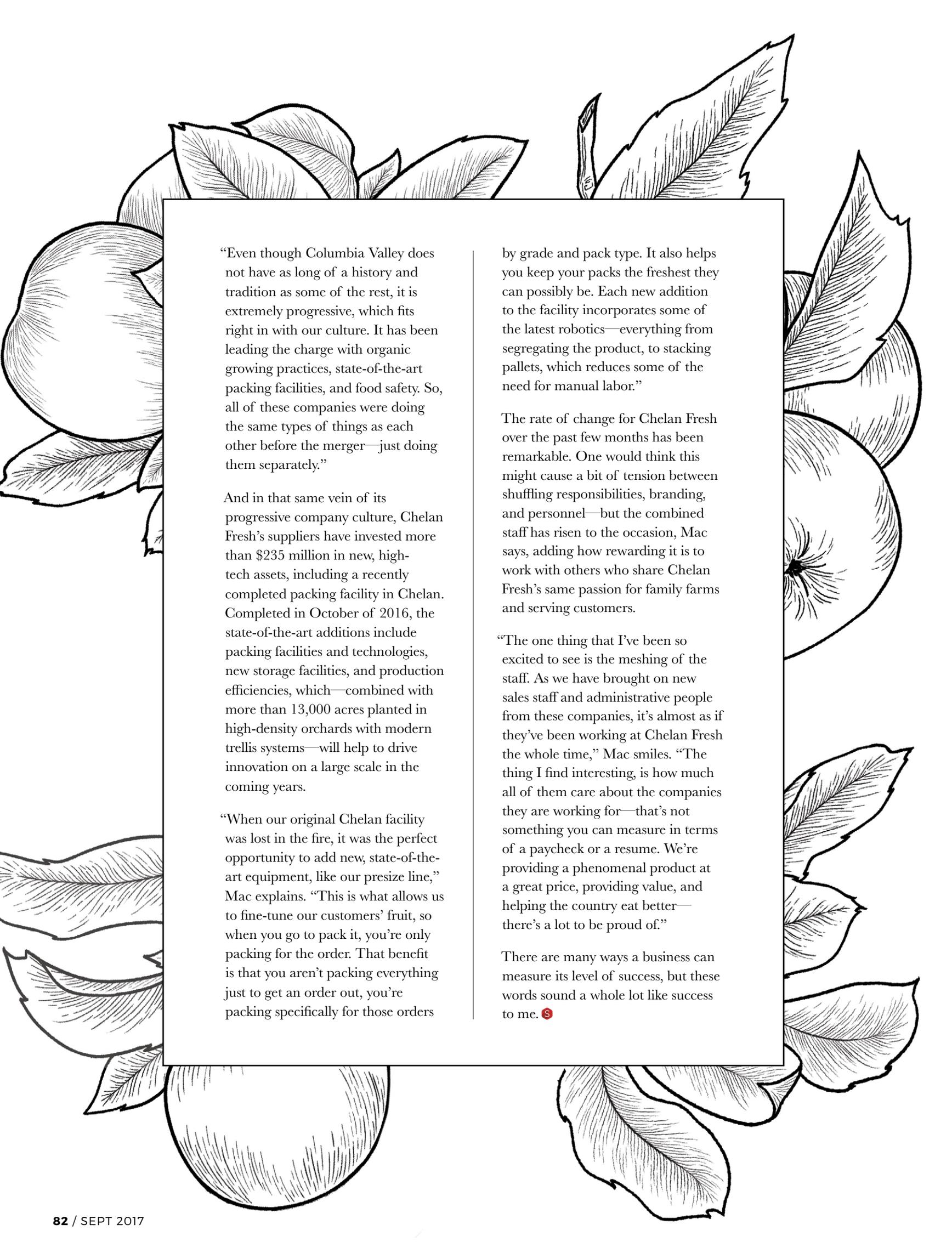
"The added volume from both companies helps us fill the needed gaps to build yearlong programs. The addition of Borton Fruit alone brings an immediate 47 percent volume expansion to our sales and marketing portfolio, including early-season cherries, innovative plantings, and 'Next Generation' apple varieties," Mac tells me as we talk about the new capabilities the mergers bring to the table. "We'll become better suppliers to both domestic and export markets, and be able to provide flexibility and customization for shipments to our customers. The goal here is to make working with Chelan Fresh as efficient as possible for the customer."

And it's easy to see how Chelan Fresh will be able to achieve that goal. Now, under the merger, all three companies will be primarily united under the Trout label for conventional, the

Cascade Crest label for organics, and entirely marketed by Chelan Fresh. This way, those three calls a retailer would have to make in the past is now condensed to the single press of a button—assuming you keep your favorite treefruit marketers on speed dial.

But beyond the fruit, the marketer is also adding to its family. In total, these mergers bring together three industry-leading companies and five generations of farmers—some of which even grew up playing on the same basketball teams. The Chelan Fresh shippers—Gebbers Farms, Crane & Crane, Chelan Fruit Cooperative, and now, Borton—started back in the early 1900s, and all have a long tradition of family farming going from one generation to the next. Columbia Valley Fruit got started a little later, but has quickly garnered 30 years of experience as one of the first organic apple farms in Washington State.

"The pioneers of these companies were all generous and kind-hearted people, who understood the value of taking care of their land, their employees, and their customers. It requires a servant mindset and a sense of humility to be a good steward of the land and to take care of the customers that you're servicing," Mac says as we discuss how the interwoven companies share a cohesive company culture.



“Even though Columbia Valley does not have as long of a history and tradition as some of the rest, it is extremely progressive, which fits right in with our culture. It has been leading the charge with organic growing practices, state-of-the-art packing facilities, and food safety. So, all of these companies were doing the same types of things as each other before the merger—just doing them separately.”

And in that same vein of its progressive company culture, Chelan Fresh’s suppliers have invested more than \$235 million in new, high-tech assets, including a recently completed packing facility in Chelan. Completed in October of 2016, the state-of-the-art additions include packing facilities and technologies, new storage facilities, and production efficiencies, which—combined with more than 13,000 acres planted in high-density orchards with modern trellis systems—will help to drive innovation on a large scale in the coming years.

“When our original Chelan facility was lost in the fire, it was the perfect opportunity to add new, state-of-the-art equipment, like our presize line,” Mac explains. “This is what allows us to fine-tune our customers’ fruit, so when you go to pack it, you’re only packing for the order. That benefit is that you aren’t packing everything just to get an order out, you’re packing specifically for those orders

by grade and pack type. It also helps you keep your packs the freshest they can possibly be. Each new addition to the facility incorporates some of the latest robotics—everything from segregating the product, to stacking pallets, which reduces some of the need for manual labor.”

The rate of change for Chelan Fresh over the past few months has been remarkable. One would think this might cause a bit of tension between shuffling responsibilities, branding, and personnel—but the combined staff has risen to the occasion, Mac says, adding how rewarding it is to work with others who share Chelan Fresh’s same passion for family farms and serving customers.

“The one thing that I’ve been so excited to see is the meshing of the staff. As we have brought on new sales staff and administrative people from these companies, it’s almost as if they’ve been working at Chelan Fresh the whole time,” Mac smiles. “The thing I find interesting, is how much all of them care about the companies they are working for—that’s not something you can measure in terms of a paycheck or a resume. We’re providing a phenomenal product at a great price, providing value, and helping the country eat better—there’s a lot to be proud of.”

There are many ways a business can measure its level of success, but these words sound a whole lot like success to me. 

# WTF DO I DO WITH Taylor Farms® Organic Smoothie Starter ?

{ WHAT THE FORK }



**BERRY AND GREENS SMOOTHIE**

## INGREDIENTS

- 1½ cups Taylor Farms® Organic Smoothie Starter
- ½ cup almond milk
- ½ cup honey yogurt
- 1 handful blueberries
- 1 handful raspberries
- 3-5 ice cubes

**SERVINGS:** 1

## DIRECTIONS

- 1 Wash berries and place in blender.
- 2 Add Taylor Farms® Organic Smoothie Starter, almond milk, yogurt, berries, and ice cubes.
- 3 Blend on high for 30-45 seconds, or until smooth.
- 4 Serve and enjoy!

For more delicious, healthy, & easy-to-prepare recipes visit [www.taylorfarms.com/taylor-recipes](http://www.taylorfarms.com/taylor-recipes)



# RETAIL RUNWAY



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## 1 GIUMARRA COMPANIES *Bright Bites™*

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With its smiling monster mascot and convenient grab-and-go packaging, Giumarra's Bright Bites mandarin oranges are an ideal and easy snack for kids headed back to school and adults looking for a sweet treat. An ample supply of vitamin C, this easy-peel fruit is available in bright and playful 2 and 3 lb bags perfect for stocking store displays and retail destinations.

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*Sometimes, looks  
do mean everything...*

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Check out what packaging concepts and products we believe pop on the shelf and can help drive traffic through the produce department.

→ 5 ←

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## PACKAGING CONCEPTS THAT DID IT RIGHT

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*by* ROBERT SCHAULIS



### 3 TAYLOR FARMS *On-the-Go Salad Bowls*

With three new offerings added to the company's line of single-serve salad bowls, featuring Taylor Farms chef-inspired dressings, and fresh ingredients like apples, walnuts, cabbage, carrots, cranberries, cilantro, spring mix, and more, these latest line extensions are primed to drive sales in produce departments. New flavors include Apple & Walnut Salad with Chicken, Garden Salad with Chicken and Bacon, and Chopped Farmhouse Salad with Chicken and Bacon.



### 2 TESSEMAE'S *Organic Condiments Line*

Extending the expertise the company has honed in salad dressings, Tessemae's is taking condiments head-on and bringing bold flavors to the burgeoning organic category. With products including Honey Mustard, Ketchup, Matty's Organic BBQ Sauce, and Hot Buffalo Sauce, available in 10 oz bottles—and an organic mayonnaise in 12 oz jars—the premier provider of sauces and dressings now has all the tools to dress up a produce-packed Dagwood, dip some French fries, or add value to a fresh-focused store display.



### 4 VEG-FRESH FARMS *Handy Candy Blueberries*

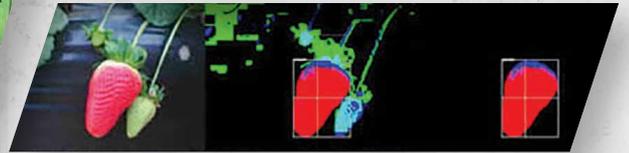
With innovative packaging that makes use of proprietary resealable technology, Veg-Fresh is looking to supercharge the grab-and-go case and get healthy snacks into

the hands of consumers. Available in conventional and organic 4 oz cups, these playfully-branded berries will have consumers ditching the chips and cookies in favor of optimally fresh and delicious fruit.



### 5 WP RAWL *Nature's Greens® Seasoned Sautés Red Chard*

The latest offering from WP Rawl is a welcome addition to the company's line of hot meal kits. A ready-in-minutes, warm entrée featuring red chard, wheat berries, and classic Caesar seasoning, Seasoned Sautés Red Chard is available in a high-graphic 12 oz bag ideal for on-the-go consumers—simply heat, cook, and serve. With 17 grams of protein per package, these kits are sure to please health-conscious consumers. **S**



*By Laura Hillen*



Driscoll's workers using the Agrobot



Trays of harvested strawberries on Agrobot

**W**ith a varying series of whirs and clicks, there's more than just the familiar hum of electronics that technology can bring to the industry. As some companies in our professional and literal fields have found, with technological innovations comes the potential answer to an increasingly complex set of problems specific to fresh produce.

For the creators of the Agrobot®, this set of automated technology-based solutions has found its material form in providing value to strawberry harvesters—who require both exact and decisive work in the field, and the utmost care in picking their prime product.

Based in Huelva, Spain, Agrobot assures that not only can its strawberry harvester boost the productivity of an operation's output, but the many hands of the machine can multiply a company's labor—filling field areas with speed and agility that were previously sparse of human hands.



Soren Bjorn,  
President, Driscoll's of the  
Americas

As a respectable berry powerhouse in our industry, Driscoll's knows the potential benefits of adding Agrobot to its team firsthand. Though the company is still a few years from bringing its partnership with the tech industry to a commercial level, Driscoll's is pursuing its trial basis with Agrobot in full-force in order to provide the industry with a conceivable solution to restraining obstacles. And as Soren Bjorn, President of Driscoll's of the Americas, tells me, the company's own successes are ones that could serve the agricultural community not only on our domestic soil, but on a global scale as well.

“Our biggest challenge in the berry industry is labor availability. Agrobot serves as a viable option to complementing existing labor forces, giving people other tasks that they don't currently have in the field while allowing this technology to perform the brunt of harvesting labor,” Soren tells me.

“Right now, we think that probably 30-70 percent of our fruit can be harvested with robotics.”

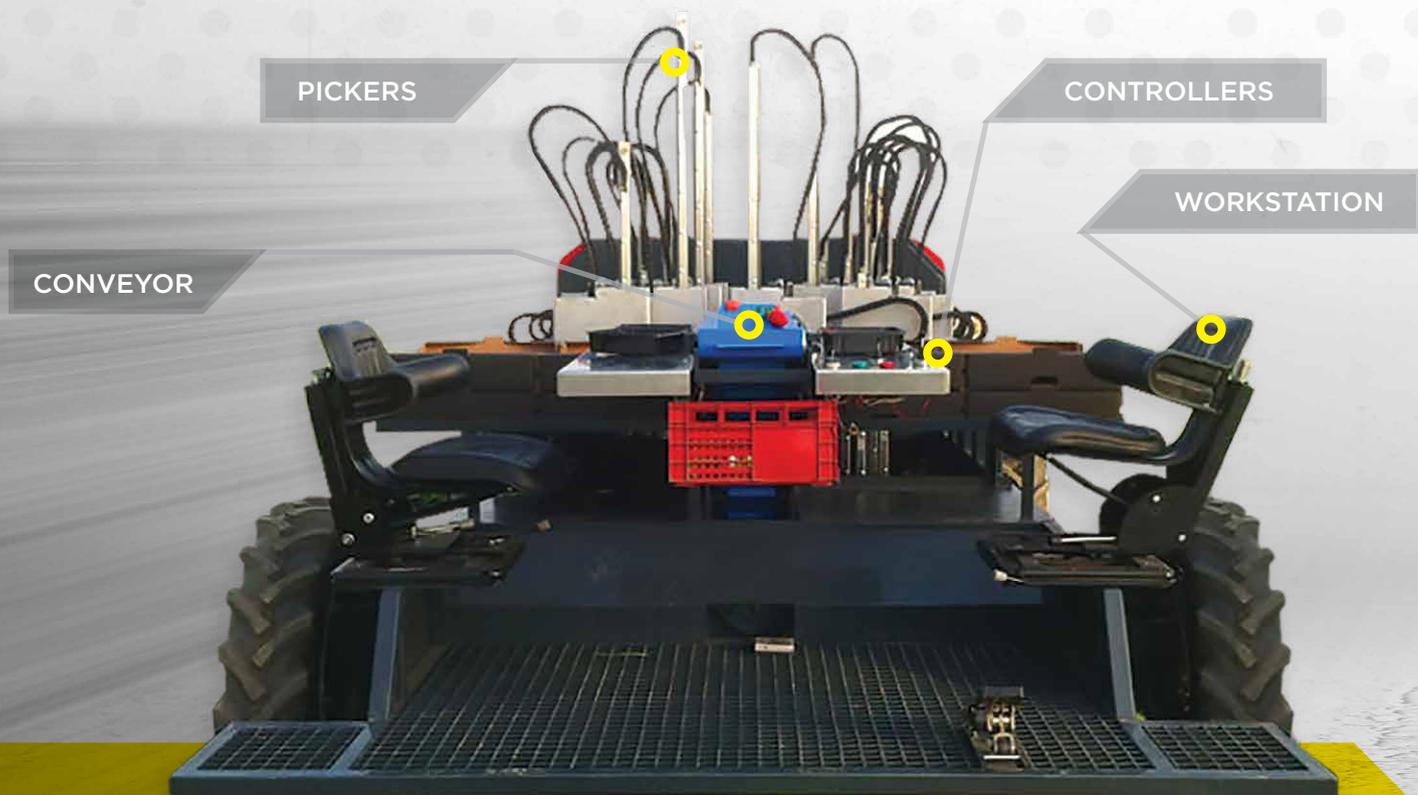
## ***So, what makes Agrobot tick?***

Ideally, Driscoll's is aiming to use Agrobot across all of its fields. Though the technology will be most useful in harvesting areas that are in full production rather than areas where fruit growth is more sporadic, such as the front or back ends of fields. As of right now, the company is continuing its research project on its fields in Oxnard, California. Agrobot's contributions to Driscoll's overall production has increased year over year since the company first utilized the tech nearly five years ago, putting the berry connoisseurs one step closer to providing a competitive advantage to all brands that pack strawberries.

"The labor issue is an industry issue," Soren asserts. "If Driscoll's, or anyone else for that matter, can help reduce that burden on the industry, we'd not only be helping ourselves but we'd be actively helping everybody; our competitors included."

The machine boasts a large set of robotic manipulators able to acutely locate and identify delicate strawberries in the field, selecting them for harvest based on each berry's size and degree of ripeness. With precise cuts, Agrobot and its collection system guarantees the very accuracy, smoothness, and sensitivity that a carefully grown berry demands.

The bot's accuracy is no cause for concern either, according to Agrobot's architects. The machine has been instilled with an artificial vision system to offer maximum accuracy and consistency at the hands of the bot. This particular facet of tech identifies each consumer-beloved berry using a morphological and color analysis in real-time that emphasizes to Agrobot the particular ripeness of each fruit morsel. Standards set by an ag company themselves are used by Agrobot to distinguish berries ripe for the picking from those still needing time left in the field before being plucked from their nourishing beds.





“ ***The labor issue is  
an industry issue.*** ”

**- Soren Bjorn**

President, Driscoll's of the Americas

Upholding industry food safety measures, Agrobot also offers produce providers clean picking conditions for berries. Each tiny nub of flavor is driven by the machine's FlexConveyor system to the workstation area. Once here, human hands can either change out trays of strawberries to be packed later out of the field, or fill clamshells right in the row with perfectly plucked berries ready for the store shelves.

Agrobot effectively doubles down on its productivity by fixing two workstations on top of one machine, allowing workers to monitor the bot at work. Each station ensures the strawberries are harvested and packed in accordance to a berry company's specific standards. To navigate between rows of these delectable and fragile berries, Agrobot employs its own specific system of movement. Together with its automatic operation system, Agrobot gracefully sweeps through a

field on four steerable wheels for an operating concept that the company says can allow anyone to immediately begin harvesting in an efficient manner.

As the concerns and challenges of this rapidly changing industry remain at the forefront for produce companies—big or small—technology will continue to make innovative breakthroughs in all areas of production and the field; looking to maximize efficiency, sustainability, and quality along the way.

It's a brave new world for fresh produce, and if Agrobot has anything to beep about it, strawberries may just be leading the charge. [S](#)

# WTF DO I DO WITH

{ WHAT THE FORK }

Mucci Farms  
Memento Heirloom  
Tomatoes ?



MUCCI FARMS MEMENTO HEIRLOOM TOMATO TART

## INGREDIENTS

1½ **lb** Mucci Farms Memento Heirloom Tomatoes, sliced ¼" thick  
2 **tbsp** chopped Mucci Farms Naked Leaf Living Basil  
2 **cups** ricotta cheese  
2 **cups** grated Parmesan  
2 **tsp** dried oregano  
Sea salt and ground pepper, to taste  
1 10" tart crust

**SERVINGS:** 8

## DIRECTIONS

- 1 Place Parmesan, ricotta, and basil in a large bowl.
- 2 Add salt and pepper to taste, and mix well.
- 3 Spread cheese mixture into tart shell, and arrange tomato slices on top.
- 4 Garnish with chopped basil leaves and oregano.
- 5 Serve immediately.

For more delicious, healthy, & easy-to-prepare recipes visit [www.muccifarms.com](http://www.muccifarms.com).



# LIBATIONS

## FOR ALL OCCASIONS: FRESH DULCINEA® TUSCAN- STYLE® CANTALOUPE MARGARITA

BY ROBERT SCHAULIS



**W**ith the dog days of summer behind us, the dulcet flavor and smooth texture of a Tuscan-Style® Cantaloupe Margarita may be the ideal accompaniment to one's barbeque, garden party, or picnic—a fitting refreshment for any late-summer outing where drinks are in order.

Balanced with unmistakably citrusy notes of lime and triple-sec, this sweet summer drink is nonetheless perfectly redolent of ripe melon. The fulsome drink's brilliant Persian orange color only adds to the sensation that one is drinking down a Tuscan sunset.

Whether in your backyard with friends or hosting a fancy fête champêtre, this Mediterranean-meets-Mexican cocktail dresses up or down to magnificent effect. And the margarita's fragrant, almost-musky notes of cantaloupe pair well with piquant hints of silver tequila and round out the drink's brighter flavors deliciously with pleasant floral undertones.

In fact, this drink's flavor profile makes one wonder; where has this agave, melon, and citrus mélange been all my life? Thankfully, we need not go without anytime soon. **S**

### INGREDIENTS

**4 cups** frozen Dulcinea® Tuscan-Style® Extra Sweet Cantaloupe chunks  
**1** lime zested  
**2** limes juiced  
**2 oz** of silver tequila  
**½ oz** of triple sec  
**2 oz** of Dulcinea® Tuscan-Style® simple syrup

*Dulcinea® Tuscan-Style® Extra Sweet Cantaloupe Simple Syrup:*

**½ cup** granulated sugar  
**½ cup** water  
**½ cup** of melon chunks  
**5 large** mint leaves

### DIRECTIONS

- 1** Place ingredients for simple syrup in a small saucepot and cook over medium-low heat until sugar is dissolved and cantaloupe is soft. Remove cantaloupe chunks.
- 2** Place all ingredients except mint in a blender and blend until smooth.
- 3** Let sit for about 5 minutes and then strain the pulp, pressing to get as much liquid as possible.
- 4** Pour over ice-filled glasses and garnish with melon and/or mint.

# FORAGING

*By Jessica Donnel*



*Morel*

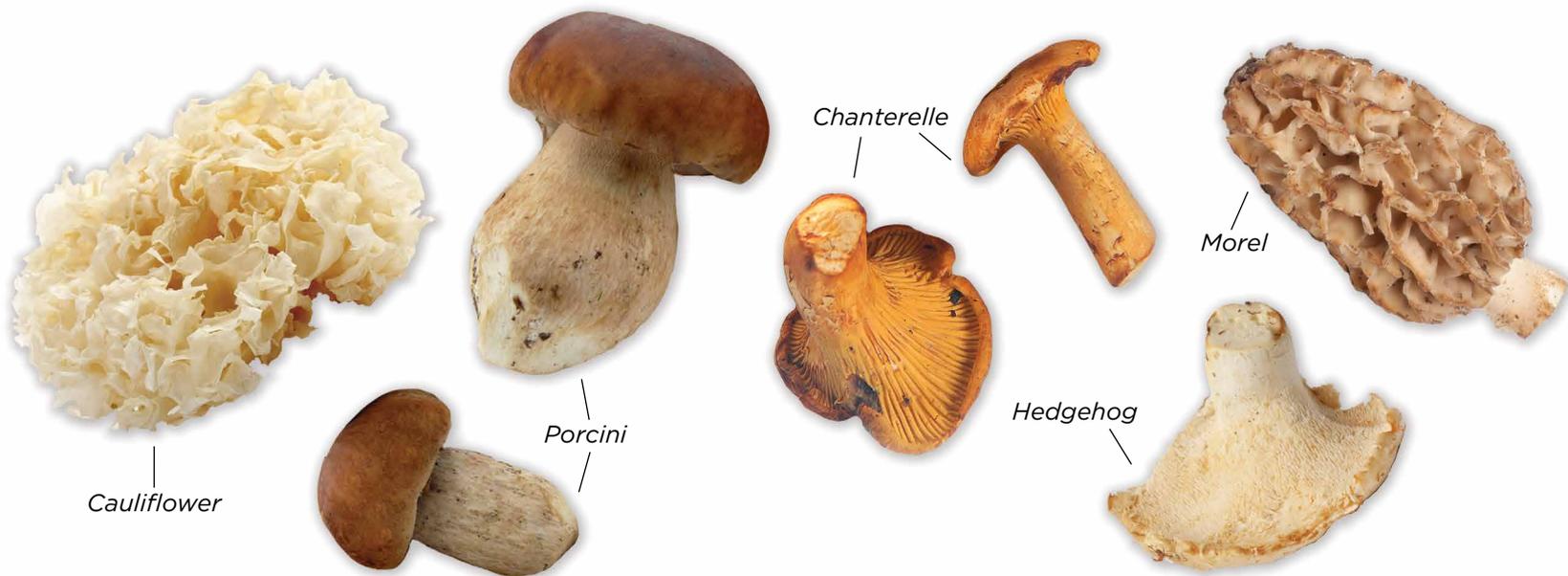
**W**hen I say you should start crawling around in the forest looking for mushrooms to eat, you might, understandably, ask me what I've been smoking. But, what sounds like an adventure straight out of *Alice in Wonderland* is actually one of the hottest new pursuits by top chefs around the world. In recent years, mushroom foraging has transformed into a full-blown culinary craze, providing restaurant goers and home chefs alike with a window into the unique and earthy flavors only offered by this emerging category.

Whether frilled or trumpetlike, fleshy or rigid, earthy or aromatic, there are thousands of different species of mushrooms in North America alone. And to the delight of many culinary-minded individuals, they are hanging, protruding, and billowing from any surface they can get their spores on.

In the foodservice arena, chefs are always on the figurative—and literal—hunt for items that bring never-before-tasted flavors, interesting textures, and combinations of ingredients that may have previously been unfamiliar to a widespread audience. And after what looks to be millions of years in the making, mushroom foraging has finally snowballed with increased demand from consumers for these items at the retail and foodservice level.

**RETAILERS WHO TAKE UP A FORAGED MUSHROOM PROGRAM FIND A POINT OF DIFFERENTIATION THAT IS RICH IN STORYTELLING OPPORTUNITIES.**

Most importantly to our industry, the buy-side has been taking notice. Retailers who take up a foraged mushroom program



find a point of differentiation that is rich in storytelling opportunities. A distinct marketing moment created through a foraged mushroom program is that the varieties are always changing with the seasons, providing a never-ending mix of mushrooms that grow naturally in the wild. Consider them the ancestors of the commercially-cultivated varieties we are most familiar with.

These rarities are obviously very beautiful to look at—just think of the rustic, woody, and even fairy-tale-type displays that produce managers could dream up with

a little inspiration from our fungi friends. The brain-like folds of a morel, the brilliant yellow-orange of a chanterelle, and the chandelier grace of a Lion’s Mane mushroom all just scratch the surface of the beauty that can be found through this unique produce category.

So, as you look towards planning your seasonal displays and putting your produce department a step apart from the rest, consider the individuality and elegance of a foraged mushroom program, and a new crop of curious consumers may come hunting. 



Maitake

Sources: Epicurious



Left to right: Dave Donat, President; Marc Hatfield, National Sales Manager; and Tony Zuccato, Vice President of Operations at Produce Pro Software

PRODUCE PRO  
SOFTWARE:

# A Rising Tide Lifts All Boats

BY JORDAN OKUMURA

“We don’t just consider ourselves a software company, but a produce company as well,” Dave Donat, President of Produce Pro Software, shares with me as we chat about the culture behind the company, and how the team is creating their own niche in the fresh produce industry. “We live and breathe produce and are able to provide a unique perspective and advantage for our customers. This differentiates the way we go to market and defines our goal as experts in fresh produce software solutions. That starts with this mindset.”

Dave has seen both the demands in the supply chain and the technological landscape change across our industry and considers his team to be a rare breed. Ready to respond, he says. As I speak with the 27-year vet, a trifecta emerges: himself, along with Tony Zuccato, Vice President of Operations, and Marc Hatfield, National Sales Manager. All bring with them a firm knowledge base, a committed desire to bringing their customers the most advanced software insights and innovative solutions, as well as a support system and culture that champions them day-in, and day-out.

“We believe that every company we serve, no matter how big or small, deserves the best support and expertise we have to offer. At Produce Pro, we are trying to create more automated, efficient, and user-friendly ways for customers to grow their operations and concentrate on their core businesses, instead of getting bogged down with inefficient processes and activities,” Marc tells me. “Our customers are more than clients; we see them as family.”

## Value is the Game

Produce Pro's dedication to value and to its relationships with clients is what has helped put the company on the board, Tony says, adding that the family element that it has instilled in its philosophy also raises the bar for Produce Pro, and its customers.

"While we are providing innovative technology and business solutions to the fresh produce industry, we are not successful unless our customer is," Tony shares. "We commit to the success of our customers and work hard everyday to evolve our solutions while keeping our finger on the pulse of the industry's needs."

So, where did this passion-filled company grow its roots? Dave shares with me the beginnings of the origin story, and an industry that came along, just by chance.

"Produce Pro was originally spawned out of a software consulting company in the Chicago, Illinois, area, working with clients across multiple industries," Dave says. "The owners decided to get together and create a vertical product by focusing on a single package that they could deliver to a specific clientele group. It just so happened that one of the company's sales members had his ear to the ground and had met with a handful of—you guessed it—fresh produce distributors who were looking for alternatives to their current software vendor."

In 1990, after bringing all parties involved into the same room and listening to the business challenges and the needs of these produce distributors, the consulting company decided to write the software that could respond to distributors' needs like these. Enter Produce Pro Software.

*"What we like to hear is that our customers' lives are better after they started with us, than before."*

- Dave Donat, President, Produce Pro Software

Dave's unit gradually grew as a segment of the larger consulting company. In 2000, the business involved in the produce unit had become much different than the consulting company, and so the unit spun off into its own segment. In 2005, one of the two partners in Produce Pro to the other partner, and that is when Produce Pro physically moved into its own space. And, as Dave laughs, had to buy its own copy machine. He became President at this point in the game. With a computer science background, Dave was ready to hit the ground running and grow his team.

## Hitting the Bar

"Our goal is, and always has been, to be experts in both technology solutions and business solutions. We want to be the go-to people for answers, and have long-term business relationships, with our customer base. The way we do that is by maintaining a competitive advantage. What we like to hear is that our customers' lives are better after they started with us, than before," Dave adds.

Produce Pro delivers on these competitive advantages by listening to its clients and integrating their objectives with evolving industry trends. In other words, the team at Produce Pro does not build its programs in a bubble.



Left to right: Dave Donat, Marc Hatfield, and Tony Zuccato of Produce Pro Software

“A lot of our products are built in conjunction with our customers,” Marc notes, adding that they don’t have a think-tank mentality. “We look at our customers as partners. This results in bringing products to market that are really meeting their core needs and solving problems.”

Essentially, the Produce Pro program is always evolving and with each new capability and solution written into the software, each client benefits. Adding in functionalities and services helps all companies elevate their programs. A rising tide lifts all boats, as they say.

growers, packers, and shippers, as well as foodservice and wholesale companies along with distributors, repackers, processors, retailers, and terminal market operations. And there is no need for complicated, expensive interfaces as Produce Pro’s tools are already integrated and designed with the ability to communicate with each other in real-time. At a glance, the ERP solution has functionalities ranging from accounting, pricing, inventory control, and business analysis, to shipping and receiving, sales order processing, lot tracking/traceability,

Left to right: Tony Zuccato, Marc Hatfield, and Dave Donat of Produce Pro Software



The core Enterprise Resource Planning (ERP) system is constantly being enhanced with newly added functionality on a regular basis. Each client informs the ERP capabilities and potential, resulting in a dialogue that constantly progresses the Produce Pro vision.

“Our ERP solution helps clients of all sizes increase their organizational efficiency, minimize waste and loss, and grow revenue. That is the goal of the ERP, and where our passion really comes through,” Dave smiles.

The ERP suite offers broad functionalities for

*“Our consultants are not merely developers, engineers, and trainers, but experts in the perishables industry.”*

- Tony Zuccato, Vice President of Operations, Produce Pro Software

purchasing, and repacking. And that is just naming a handful of benefits.

Produce Pro has also made strides over the years by bringing in a robust Warehouse Management System and has added Business Intelligence to its

list of solutions—not to mention mobile platforms.

“Our team members are trained to understand all sides of the equation. Our consultants are not merely developers, engineers, and trainers, but experts in the perishables industry,” Tony says, adding that they talk the talk and can walk the walk.

That's everything from dodging forklifts, or opening up a dialogue between software engineers, sales, and growing teams, to simply being available and ready to respond. After all, the produce industry's goal is to be able to pivot on a dime.

With Produce Pro, the goal is to support the customer, and that extends through and continues after the implementation of the program.

"When a customer comes on board, we are there for the long-haul. We are not a check-the-box type of company," Marc says. "This is a very important step in our program and we take the process very seriously. We really take the time to get to know the customer, their operations, and get them ready to turn over to a new system."

*"When a customer comes on board, we are there for the long-haul. We are not a check-the-box type of company."*

- Marc Hatfield, National Sales Manager,  
Produce Pro Software

customer's shoes everyday, because we have been there," Tony says. "Some people in the tech sector of our industry don't understand produce distribution near as well as our people do. That really is our secret sauce and where we differentiate as well."

Culture has a big impact at Produce Pro, from the consultant to the client. And as Marc says, this differentiation is key.

"Our culture at Produce Pro is unique and the atmosphere

created here makes the hard work that much more satisfying and the successes that much more rewarding," Marc says. "It is very family-oriented and many of our staff are not only coworkers, but friends. We all share the same vision of meeting the needs of our customers, and we have fun doing it."

## The Team Mentality

"A key for us is our people. We have been doing this for 27 years, and we have a lot of folks who have been around the produce industry for a long time," Marc shares.

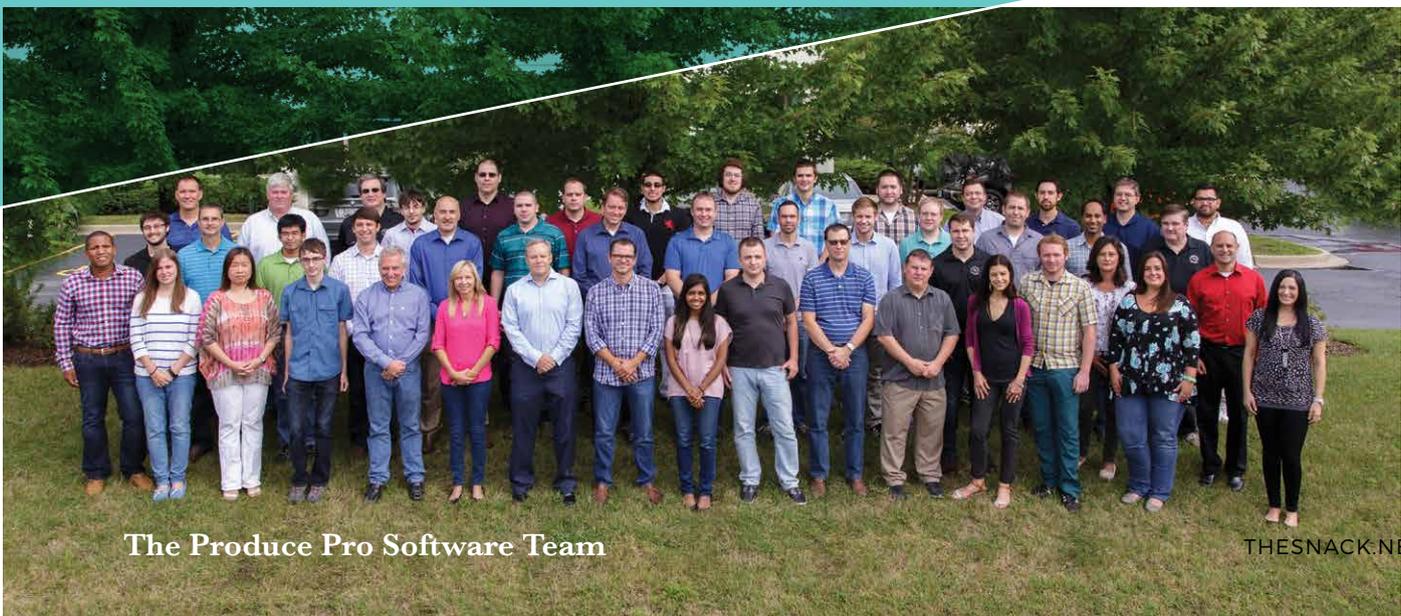
Tony echoes the sentiment adding that it is the team, the chemistry of the group, and also their varying backgrounds that has allowed the company to grow and adapt to a constantly changing fresh produce environment.

"We immerse ourselves in this business, and like Dave said early on, we are a software and tech company that knows and understands the fresh produce dynamic and challenges. We can put ourselves in the

The high retention of long-term employees has also been a complement to the company. Many have been around for awhile, with the goal of being around for the long-term. During Tony's time at the company, he has seen the staff grow from 15 to 90, and identifies this ability to retain the best talent in the industry as a benefit for all.

"We've averaged an over 90 percent retention rate over the past five years," he says. "They come on-board with us and they tend to stay. I think this says a lot about our culture, and also that our team believes in the product and our vision."

If information is power, then Produce Pro's clients have it in spades. From best practices, to one-on-one education and training, and an evolving product mix, these software and produce experts are primed for growth—and the industry is responding. 



The Produce Pro Software Team

# A Test of Time

By MELISSA DE LEON

**B**efore he was a produce pioneer and industry maverick, Dave Bowe was a boy tending the vegetable garden of the orphanage he called home. Together, nature and nurture fostered in him the hard-working, self-reliant, entrepreneurial spirit that is still remembered by the Dave's Specialty Imports team today, and all who work with it.

"My grandfather had a great sense of how to read people and how to read the market," Leslie (Bowe) Simmons, third-generation family member and current Vice President, remembers. "People relied on his foresight, and he was incredibly gifted when it came to mathematics."

That read on the produce world gave Dave the ability to recognize a rising need for year-round berries in the U.S. market, inspiring him to start his own business in 1992. Now, the company celebrates 25 years of living Dave's dream.

"My dad was always so persistent. He wanted the business of a particular customer and he quoted prices, week in and week out with no bites for over a year," Mike Bowe, Dave's son and company President, tells me. "One day he finally got a phone call from a buyer asking for 240 cases of raspberries. Knowing that this was the open door, my father made the phone calls necessary to make that order happen and, 20 years later, we are still doing business with that same company."

The import deal was a different business at the time, as Leslie clarifies for me when she divulges the origin of the company's name.

"He ended up starting the business at the perfect time. The import berry deal was just starting to ramp up; it was still fairly new and exciting...raspberries from Chile, for example, were truly a specialty," Leslie explains, and laughingly adds, "That's why we are 'Dave's Specialty Imports.'"

But before he was a crystal ball of market information and a successful business owner, Dave was working his way up multiple sides of the industry, constantly absorbing all anyone had to teach him.

When he was 16, Dave was hired as a grocery bagger for a local A&P, where he was recognized and moved up quickly into produce buying. Dave bought produce for Kmart® predecessor S.S. Kresge,



and later became the Perishables Director at Wetterau in St. Louis.

Eventually, the Bowe family patriarch became an independent grocer for IGA, a twist to the story that Leslie tells me was key not only to Dave's career, but to her own existence.

"My dad and his brothers worked at that store, and funnily enough, so did my mom and her sister," Leslie shares, explaining that the store her grandfather owned and trained his sons in was also where her parents met. "I guess produce has really been in my blood all along."

While Dave had collected a deep understanding of buy-side operations, his eye was on the future, and imports, in particular, captured his interest. He began working with companies such as Xtra Markets (Pueblo International), Central American Produce, and Couture Farms, and focused on imported melons and asparagus.

He had retail and wholesale experience, as well as growing, importing, and shipping, from coast to coast.



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Mike Bowe, President (left), and his daughter  
Leslie Simmons, Vice President (right)

“He had rounded out his experience years before he even started his own business, and throughout those ventures he learned that if you don’t take care of both the grower and the customer, you won’t have either one,” Leslie says. And that is the theory that started, fueled, and still leads the company today. “It sounds simple, but that’s what really makes it all work. Too many times we forget this is a business about people, not just produce. My grandfather knew that fairness was key, and that helped him build respect and a reputation for reliability.”

He also thrived when someone would pick up the phone with a seemingly impossible request, and he would find a way to move mountains and get the job done, she explained.

Mike echoed this, recalling, “In a time when other sales teams would arrive at an office at 7 to 8 a.m. to start selling, my father ran his business a bit differently,” Mike recalls. “He had driven to the warehouse by 3 a.m., checked inventories, quality, and pending orders. Customer service has always been his number one priority. I remember a winter in Bellefontaine, Ohio, when my father climbed into a delivery truck filled with produce. In the middle of a snow storm he drove this truck and delivered an order to take care of a customer. Fast forward a few years, escaping the winters in the Midwest, he opened his import business in Florida.”

Owner of Doral, Florida-based The Perishable Specialist, Inc. and longtime friend Frank Ramos also looks to Dave as an example to live up to in the industry.

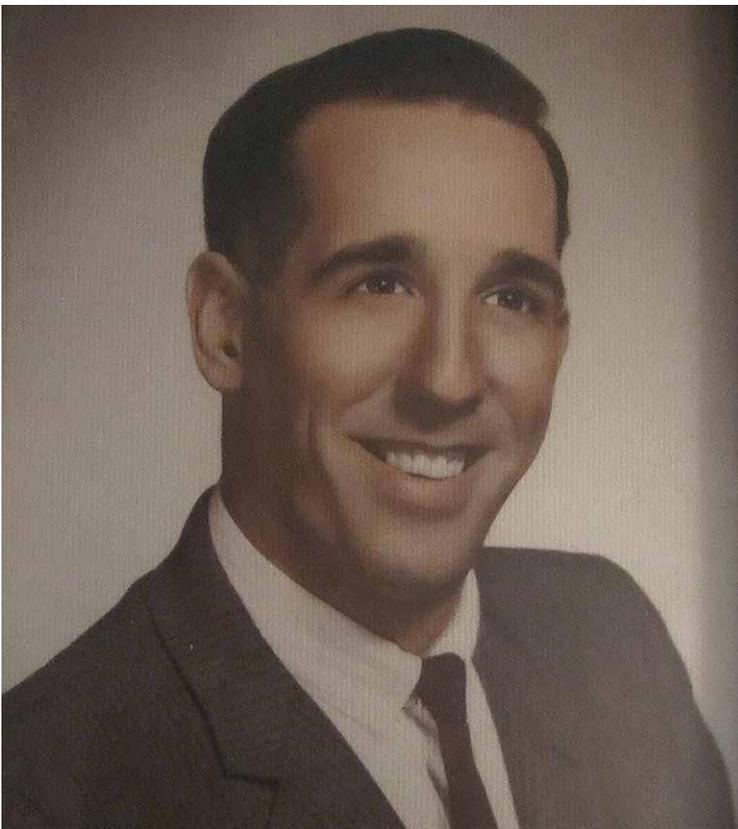
“I met Dave Bowe when I was 19 while doing a clearance at Miami International Airport. Little did I know that this chance meeting would be so important in my life,” Frank remembers. “Dave has been a mentor in the business world, but more importantly a great example of what it is to be a husband, father, and a man. When I grow up I want to be like Dave Bowe.”

Leslie’s sentiment matches Frank’s as she explains his charisma.

“My grandfather was born with the gift of gab, always able to connect and be a friend to anyone. He was always quick with a joke, but he definitely had a ‘no-nonsense’ side. He did what he said he would do, and he didn’t make promises he couldn’t keep. Staying true to his

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Founder Dave Bowe as a young man





**(Above)** Mike Bowe with his father, Dave Bowe  
**(Above Top Right)** Dave Bowe (middle) with his older sister, Mary, and younger brother, Alfred  
**(Above Right)** Dave Bowe with sons Mike and Chris visiting asparagus and sugar snap pea farms in Peru

**(Above)** Dave's granddaughter, Erica (Bowe) Smith (left), and Mike's wife, Christine Bowe (right), have also joined the growing family business  
**(Right)** Dave Bowe and his wife, Peg, bring their child, Mike, home from the hospital





“My grandfather had a great sense of how to read people and how to read the market. People relied on his foresight, and he was incredibly gifted when it came to mathematics.”

- Leslie Simmons

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values—the honesty, the integrity, and the quality service he always delivered on—isn’t just what we do, it’s the forefront. We aren’t the only ones marketing berries these days,” Leslie pauses and laughs, “but we definitely know how to have fun doing it! We are bound to face some pretty big ups and downs in a perishable marketplace but if we can’t smile at the end of the day, what’s the point?”

That resonating, welcome-to-the-family feeling is the stamp of working with Dave’s company; a legacy they are proud to carry on even though life has forced him to step back from the industry he loves in a tragic way.

“Sadly, my grandfather is fighting a battle with Alzheimer’s. Though it’s a bit softened, he still has that resilient spirit. But the stories he told, his great one-liners, his relentless energy to build his business... those are things we will have to carry on for him,” Leslie shares.

Stewarding Dave’s values is something his descendants are doing in spades, trading handshakes for hugs as they keep the family feeling in an expanding business.

“Although we’ve been around for 25 years, some days it feels like working in a start-up. We are experiencing a growth period with so much room for opportunity and change. The company is no longer just run by family, but you will always be able to get a ‘Bowe’ on the phone,” she shares. “We are still family-owned and operated, and the bigger we get the more important it is for us to maintain a connection to our industry partners.”

With several key strategies and initiatives in the crosshairs, not the least of which are increased sustainability, expanded organics, broader foodservice options, and a growing team, Leslie says her job as Vice President of the company is no small task.

“There is a lot on the horizon, and I’m wearing a new hat every day to keep up,” Leslie says. “Where we are now is a tipping point for many businesses that fail, because they think they need to be everything to everyone instead of finding their niche. We have work to do. But we are building the future on the incredible foundation my grandfather laid out for us. We aren’t going to be like our competitors. Instead, we are looking at how we can find our one, true voice—and have it heard.”

So, makers and masters of produce, hear Dave’s Specialty roar. 📣

# Jordan's Picks

— ORGANIC PRODUCE SUMMIT 2017

Between sold-out exhibitor spaces and more than 200 retailers, representing 70 different buying organizations in attendance, this year's show hit it out of the park. So, what are some of the exciting products that caught my eye on the show floor? Find out here...

## 1 SUNSET® Organic Campari Tomatoes |

Vibrant red, certified organic, and a blast of flavor with every bite—the Campari, dubbed The Tomato Lover's Tomato®, offers an ideal balance of sweetness and acidity—just the way I like it. And with a tomato this good, SUNSET® has the packaging to match. This presentation utilizes Top Seal technology, which has become the industry standard with pioneering efforts from companies like SUNSET®, and is completely recyclable and made from recycled materials. In addition, the company has added the voice of SUNSET® Culinary Director, Chef Roger Mooking, to the design, as he offers a recipe fit for the tomato, and the consumer palate.

2 4Earth Farms Organic Green Beans | This is one produce item that is truly versatile, creating tasty components for appetizers and sides, as well as warm or cold entrees. As the demand for organics continues its upward trajectory, 4Earth Farms is responding to the call for clean and cut organic green beans to suit both foodservice and retail buyers' needs. The packaging only elevates the item by letting the fresh produce speak for itself with a unique poly film laminate and eye-catching graphics, that extends shelf-life and freshness as well.

3 Ippolito New Queen Victoria Brand Organic Line | Green is easily my favorite color, and these six on-trend organic products reinvigorate my love for the soft but energetic shade. From Baby Kale and Arugula, to a 50/50 blend of Organic Spinach, Baby Lettuces, Greens, and Chicories, this new line is built to expand with plans for additional packs, varieties, and blends as demand dictates. Branded under Queen Victoria, this line features retail offerings in three different sizes—5 oz, 11 oz, and 16 oz—as well as providing foodservice options that are currently in the works. The possibilities are endless for this line, and I am ready to test that theory.

4 Bako Sweet Organic Single Sweets | Now, this item is a “sweet” deal. Sometimes I'm cooking for a party, sometimes I am simply prepping for myself—and therein lies the rub. In a world where you can buy everything in bulk, sometimes you just simply want a single-serving of something healthy and tasty. Enter Bako Sweet with the company's new organic Single Sweets line. Designed to accommodate the individual on the go, Bako Sweet launched the Newly Single microwaveable sweet potato this year. Nutritious, earthy, and delicious, these singles can complement any dish throughout the day or offer a snack in itself.

5 Mann Packing Organic Super Blend | When I walk into the produce department I can't help but immediately shop with my eyes first. I truly believe color, quality, and presentation affect the way that we perceive flavor and satisfaction. Walking the floor at OPS, what do I spy, but Mann Packing's Organic Super Blend. This new creation is packed with crunchy veggies including kale, colored carrots, green cabbage, and broccoli, and offers a unique combo of flavors and textures. Organic and delicious? I'm in.



JORDAN OKUMURA, SENIOR-EDITOR

# WTF DO I DO WITH SUNSET® Aloha™ Peppers ?

{ WHAT THE FORK }



STUFFED ALOHA™ PEPPERS

## INGREDIENTS

- 4** Aloha™ peppers
- 2 tbsp** soy sauce
- 1 tsp** fresh lime juice
- 1 ½ tsp** honey
- ¼ tsp** freshly ground black peppercorns
- 1 tbsp** vegetable oil
- 2** green onions, sliced, whites and green tops separate (about ⅓ cup of each, with **1 tbsp** set aside for garnish)
- 1 tbsp** fresh ginger, minced
- ¾ cup** pineapple, diced
- ¾ cup** cooked ham, diced
- 1 tbsp** fresh garlic, minced
- 2 cups** cooked basmati or jasmine rice, cooled
- Fresh lime wedges for garnish
- Freshly ground black peppercorns, to taste

**SERVINGS:** 4

## DIRECTIONS

- 1** Preheat oven to 375°F. Trim a very thin slice off the bottom of each pepper so they stand up straight. Slice off tops, remove and discard seeds and stems. Place peppers in a deep baking dish and set aside. Dice remaining pepper scraps—about 1 cup. Set aside.
- 2** In a small bowl, combine soy sauce, lime juice, honey, and black pepper. Brush the inside of each pepper lightly with mixture.
- 3** In a large non-stick pan or wok over high heat, add vegetable oil, white parts of green onion, ginger, pineapple, and diced ham. Sauté until pineapple and ham are lightly browned, and ginger becomes fragrant—about 2 minutes. Add reserved diced pepper and minced garlic. Continue to sauté another minute or two, stirring frequently to prevent burning.
- 4** Add cooked rice, folding in quickly. Add in reserved soy mixture and toss to coat completely. Remove from heat and fold in chopped green onion tops. Spoon fried rice evenly into pepper cups. Add ¼ cup of water to bottom of baking dish and cover top of dish snugly with foil. Crimp edges to make a tight seal.
- 5** Bake for 25 minutes. Remove from heat and carefully remove foil. Garnish each pepper with chopped green onion, freshly ground black pepper, and a squeeze of fresh lime. Serve warm.

For more delicious, healthy, & easy-to-prepare recipes visit [www.sunsetgrown.com](http://www.sunsetgrown.com).



# Jessica's Picks

— PMA FOODSERVICE 2017

**P**MA Foodservice has grown to be one of my most looked-forward-to industry events.

Not only is it the perfect excuse to spend some time in lovely Monterey, California, but it's a conference that celebrates eating—an occasion I can certainly get behind. So check out a few of the foodservice offerings highlighted at the show that both caught my eye and got my stomach rumbling.

## 1 Ocean Mist 3 Lb Quick Cook® Sprout Halves

| You might be tired of hearing me say I love Brussels sprouts, but I'm definitely not tired of eating them—and neither are restaurant goers. To make it that much easier to cram the maximum amount of little sprouts into my mouth, Ocean Mist Farms has simplified kitchen prep with its 3 lb Quick Cook Brussels Sprouts foodservice pack. Already washed, trimmed, and ready to cook or serve, foodservice operators can save on kitchen labor costs without sacrificing freshness—a breakthrough for us Brussels sprout lovers out there.

## 2 Crunch Pak® Foodservice Apple Rings |

Now you can bring out your inner child, while eating a masterfully-prepared culinary creation. This foodservice-sized quantity of the peeled, cored apple rings Crunch Pak has already popularized at retail is another innovation that saves kitchen labor and money costs. Available in a variety of flavor options—sweet, tart, and a mixture of both—apple rings give operators the option to dip, layer, use as an ingredient, or serve as is, making them a versatile and delicious way to get that coveted apple-a-day.

## 3 SUNSET® MAP English Cucumbers |

Today's chefs want speed and convenience in the kitchen, and with SUNSET® MAP (Modified Atmosphere Packaging) English Cucumbers, they get all that and more. Available in 24-count, minimum 20 lb styles, these cucumbers come in Extend™ Modified Atmosphere bags—perfect for high volume operators looking to control portion cost and reduce labor. And by packing these in a MAP bag instead of individually wrapping the cukes, time is saved. Faster, cheaper, and more convenient to use? These are a chef's dream.

## 4 Tanimura & Antle Dew Drop Cabbage |

The first thing that stood out to me about these lovely leaves is just how absolutely beautiful they are to look at. Like tiny teardrop-shaped gems, Tanimura & Antle's Dew Drop Cabbage serves as a compelling way to elevate even everyday meals. More open than those of a standard green cabbage, the company's unique variety also boasts a tender texture and sweeter taste. Those cabbage wraps, wedges, and sautés you've been seeing on cooking shows and recipe blogs can now be recreated with both grace and ease.

## 5 Pero Family Farms Pero Cut Green Beans |

This is another of the standouts I saw at the show that bring convenience to a whole new level. Already trimmed, and cut, these Pero cut green beans come in bite-sized pieces in giant-sized packages. With stir fries gaining popularity and green beans always holding a place in the hearts of many during the fast-approaching holiday season, I see these lovelies making their way into many foodservice operations over the next few months.



JESSICA DONNEL, REPORTER

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# Melissa's Picks

— PMA FOODSERVICE 2017

**P**MA Foodservice was a whirlwind of cyclists, get-togethers, dinners, and reunions as the foodservice providers and buyers descended on Monterey, California. As my senses were delighted with savory, sweet, and everything between, here are some of the products that shine in my memory from the dynamic split floor.

**1 Church Brothers Farms Chef-Ready Bell Peppers** | Anyone who loves to dine out will tell you that the time it takes to get your plate is a make or break factor in the experience. Chefs and restaurateurs are operating on the fly, with every second saved making for a quicker turnover. These pre-pitted bells are a brilliant way to help our leaders in the kitchen stuff, dice, or slice in moments rather than minutes.

**2 Monterey Mushrooms Finely Diced Mushrooms** | Convenience is much more than a consumer trend, and I can say from firsthand experience that dicing an already cut mushroom is one of my more dangerous kitchen undertakings. All I can say is: Thank you, Monterey Mushrooms, on behalf of fingers everywhere!

**3 Good Foods Guacamole Dip & HPP Juices** | Admittedly, I am a sucker for guacamole, which the company offers in multiple sizes for foodservice needs. But while I came for the dip, I stayed for the juice—though it was also a tad necessary once I felt that spicy kick hit my tonsils. All produced with high pressure processing (HPP) for food safety and to boost shelf-life, this was a stop I was very happy I made.

**4 Zespri® SunGold Kiwifruit** | I thought I loved kiwifruit before, but as anyone who attended the *Chef Talks: A Strolling Lunch* can attest, there is much more you can do with them than stick them with a spoon, or even bite into the skin. The team used a pulled pork recipe and pickled SunGold kiwifruit (yes, pickled) to prove that we are still discovering new frontiers of this fruit. Innovative, to say the least.

**5 Gold Coast Veggie Hash** | I'm a lover of traditional potato hash, but I'll admit I'm now willing to swap in my love of starch for this cubed blend of gold beets, kohlrabi, and fennel every once in awhile. The slight kick was reminiscent of kimchi and, unless the team forgot to tell me something, needed no added flavor to make this a tasty dish!



MELISSA DE LEON, REPORTER

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