





Sweeten your everyday this holiday season!



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EXPERIENCE THE WESTFALIA DIFFERENCE.

When you choose Westfalia Fruit as your avocado provider, you're partnering with the market leader in growing, shipping, ripening, handling, and distribution. For over 70 years, we've been committed to providing customers with safe, high-quality fruit while ensuring the sustainable and responsible management of our bio-resources.



Mission

We are multigenerational growers and farmers; our joy comes from our families, the land, and the harvest. With each piece of fruit you taste, we hope to share the joy we've found with you.

Vision

Our Joyfully Grown™ Commitment is more than a goal, more than a nice idea. It is what drives us. How we treat others, how we care for the world around us, how we grow and handle our fruit —not only is this important to us, it's essential to our values and mission. With every decision, every action…we are committed to nurture, honor, and protect our food, our planet, and our people.

What is the JOYFULLY GROWN™ COMMITMENT?







OUR FOOD

Every piece of handpicked fruit is faithfully grown, packed, and delivered to ensure a consistent crop of delicious fruit to families around the world.

OUR PLANET

Our team is led by Mother Nature and proudly works in harmony with her to protect and preserve our planet every step of the way.

OUR PEOPLE

We find joy in people—
from our teammates in
the orchards to the
families who buy our fruit
in the store. Our promise
is to nurture, honor, and
protect each and every
one of them.





HEN A SUBJECT SEEMS TOO BIG TO TACKLE IN WRITING, or my head refuses to focus on the task in front of me, I often pick up a favorite text, poem, or song and

begin copying the words by hand. The motion physically reconnects my head and my heart, moving the creative process from thought to action—which is, inevitably, what I need, because I cannot fix the thing that's broken with the thing that's broken.

The morning I wrote this letter, I chose "Danny's Song" by Loggins and Messina.

...And even though we ain't got money
I'm so in love with you, honey
And everything will bring a chain of love, oh, oh, oh
In the mornin', when I rise
You bring a tear of joy to my eyes
And tell me everything is gonna be alright

The song always puts me in a state of appreciation, which feels perfect for November. I can hear the melody in my head, my right knee bounces a little as I shift forward toward the page and fall into gratitude. The dance here does not exactly become seamless, but the emotions flow like water.

I am so thankful for this little outfit we have here. Our creative teams are constantly building toward a tempo of excellence, straddling the business and the professional with the creative and inventive. In a world where many things can erode creativity, I'd like to believe that we find a way to add back to the strata that drives us and allows us to see the world in a different way.

This is my hope.

As we move through the remainder of 2023—the fastest year on record for me—the horizon feels utterly endless and distant and, at the same time, so close I can feel

the warmth, the change, and the possibilities of the coming year. This slippage of memory and perception is common in an industry where time is defined by harvests, weather, legacies, and the heartbeat of a market determined to throw a stable comfort level to the wind.

While these words may slip away as you turn this page to enter the world of our magazine, I hope that the action of building these stories for you keeps our gratitude for each of you at the forefront of your mind.

Each story is an extension of our hands to yours.

As we always say, and we hope you feel, each story is a thank you. §

Splight

Jordan Okumura-Wright

Editor in Chief AndNowUKnow, Deli Market News, and The Snack Magazine

DID YOU KNOW?

All issues of *The Snack Magazine* are 100 percent recyclable. Only AQ coatings are used as opposed to laminates, allowing our magazine to be reused as fresh paper in its next life. The protective bag is also accepted by bag recycling centers. Please find the nearest available location if you wish to recycle this issue's bag. Keep it green!

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the SNACK

President & CEO **ROBERT LAMBERT**

EDITORIAL

Editor in Chief JORDAN OKUMURA-WRIGHT

Managing Editor MELISSA DE LEON CHAVEZ

> **Editorial Staff ANNE ALLEN CHANDLER JAMES** LILIAN DIEP JENNA PLASTERER PEGGY PACKER

DESIGN

Chief Technical Officer CARLOS PALACIO

> **Art Director EMILY MCLAIN**

Design Staff LOREN STUMP BIANCA MEDINA JOSE NIETO LAUREN LOPEZ HALEY PEFFERMAN

Cover Design HALEY PEFFERMAN

SALES

Vice President of Sales WHIT GREBITUS

Sales Staff **BRIAN LAFORCE REID MONSMA CRAIG WHEELER**

The Snack 2005 Capitol Ave. Sacramento, CA 95811 **United States**

THE "WTF" ISSUE

NOVEMBER 2023

ISSUE 81

November is all about giving thanks, and 2023 brought our industry so many wonderful things to be grateful for. From the astounding achievements of our colleagues to cutting-edge concepts, magnificent milestones, overcoming adversity, and so much more, this has been a year for the books. And what better way to celebrate than with food? Sit back, kick up your feet, and read exciting insights from the folks who supply, buy, and transform the fresh produce we hold near and dear. Our team at *The Snack* thinks you just might find some mouthwatering inspiration. So, dig in and have a happy holiday season!

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NOVEMBER EDITION

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TAYLOR FARMS FOODSERVICE TAYLORED FOR SUCCESS Innovate, aspire, and follow the plate. These are just a few of the motivating factors harnessed by this progressive company. Michelle Roberts shares the message behind the mission...



FRESHSOURCE NATALIE J. MACHADO Driving the health of our industry relationships and connectivity forward is not a job worthy of just anyone. And this fresh produce professional achieves it with sophistication and finesse. But what else is at the top of the National Director of Marketing's My Favorite Things? Find out here...



SYSCO ONE FRESH VISION In this exclusive Q&A, Vice President of Produce Julie Olivarria pulls back the curtains on the foodservice distributor's multi-pronged produce operations and the scale and strategy that have driven its success...



SEALD SWEET MAYDA SOTOMAYOR-KIRK Ever wondered what some of Mayda's favorite things are? Hear how the industry maven's passion for produce and culinary celebration power her through life both personally and professionally...



JERI ELSASSER From family to fantasy football, discover what brings light and excitement to this exuberant Creative Director's life...

SNACKCHATS









VOICES OF THE INDUSTRY





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Flavor Experience

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Flavor Experience

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Flavor Experience

Starts out sweet with a mild tang.



SUGARBEE® Sweet & Juicy

A refreshing crunch packed with sweetness.

Flavor Experience

Sweet with hints of honey, caramel and molasses.



LEARN MORE







SUNRISE MAGIC® Sweet & Tangy

Bright, fresh crispness with sweetness and tang.

Flavor Experience

Fresh, sugary bite balanced with a crisp, juicy finish.



SMITTEN® Crunchy & Sweet

Perfectly balanced with a refreshing sweetness.

Flavor Experience

Starts out sweet and finishes with a hint of tart.



COSMIC CRISP® Sweet & Crisp

Juicy with a remarkably firm and crisp texture.



Flavor Experience

Sweet start with complex flavors and a tangy finish.



JAZZ™ Tangy Effervescence

Intense crunch, fresh flavor and zing.



Flavor Experience

Sweet and bright with a fresh, tangy finish.



KANZI® Flavor Intense"

Extremely juicy and crunchy with a flavor punch.



Flavor Experience

Intensely tangy bite followed by a sugar burst.

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Sunkist®



INGREDIENTS

1 cup Sunkist® Navel orange juice Zest from Sunkist Navel orange

5 cups pecan halves

1½ cups sugar

1½ tsp cinnamon

1 tsp nutmeg

¹⁄₂ tsp cayenne

Prep Time: 11 mins Cook Time: 10 mins Servings: 5

DIRECTIONS

- Preheat oven to 350° F. Place the pecans onto a baking sheet and toast in the oven for
- Meanwhile, combine Navel orange juice, sugar, cinnamon, nutmeg, and cayenne in a pot. Cook over medium-high heat and bring to a boil for 3 minutes. Remove from heat and stir in toasted pecans and Navel orange zest.
- Drop pecans onto a baking sheet lined with parchment paper and top with more orange zest, if desired. Let stand until firm. When cool, break apart and store in an airtight container. Enjoy!

To learn more about Sunkist®, visit www.sunkist.com



/nackChat

itrus can be traced all the way back to the Miocene Epoch, when saber-toothed cats roamed the Earth and the planet's temperatures started to cool. To say that this category has stood the test of time seems a bit, well, obvious. Twenty-some million years have passed, and we're still hungry for the varieties that have cropped up across the globe. We spin that globe now to the United States, taking in the sights, sounds, and potential sales that come with domestic citrus programs...

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VOICES OF THE INDUSTRY



Head of /ales and Grower Relations, LIV Produce

"LIV Produce is looking forward to an amazing season, having increased our packing capabilities and our grower base, something for which we're very thankful. LIV Produce is able to bring in this additional volume because of our growers and we pride ourselves on how well we care for our supply partners. In addition, we also increased our varietals and will have lemons. Sweet Meyer lemons. Cara Caras, Navel oranges, and grapefruit available for our customers. One of our strongholds in the industry is our volume and supply. For example, we're in production on our grapefruit and we have the ability to be nearly year-round on that. While volume for the industry as a whole might be lower than previous years due to weather events that transpired over the spring and summer, we here at LIV Produce evolve and continue our growth, and are better positioned than ever in the marketplace. This year, we hope we can pack more units than we've ever packed! For retailers looking to maximize sales this winter, it's important to build large enough displays to show commitment to the season."



"Each fall, we look forward to enjoying sweet and juicy Florida citrus through late spring—this year would be no exception. Florida's abundant rainfall, sunshine, and warm temperatures serve as the ultimate environment to grow the freshest citrus each season. According to Tastewise, the top flavors and ingredients for citrus in 2023 are related to bread and cake. Merchandising oranges and grapefruit with cake pans, handheld juicers, zest graters, and cake mix can help increase shopper baskets and encourage citrus usage for baking."



Director of Marketing and Packaging Procurement, Duda Farm Fresh Foods

"With fall upon us, we're getting ready for our favorite time of year: the return of Sunkist Growers citrus favorites, including Navel oranges and easypeel California Mandarins. For citrus fans, it's an exciting season, and through our enhanced category management program, we are learning more about what inspires them. Sunkist is able to engage with consumers to find out what exactly they want to see in stores and share that feedback with our retailers in real-time to drive the category. We know that consumers prefer to shop for produce—particularly oranges—making fall the perfect time to capitalize on our marketing and merchandising tools to drive demand. Like sweatshirts, football, and pumpkin spice lattes, we at Sunkist Growers take comfort in the season's classics. Our Navel oranges bring fiber, folate, and vitamin C to all your food dishes, giving consumers plenty to celebrate during fall's festivities. Spoiler alert: That's why they're so essential."



Cassie Howard,
/enior Director of Category
Management and Marketing,
/unkist Growers



Citrus and Grape
Category Director,
Homegrown Organic Farms

"Thanks to our kids' soccer games every fall, we all know that citrus makes for a quick, nutritious, and delicious snack. Retailers can create awareness around the numerous health benefits of citrus, including their immune-boosting properties and vitamin C content, which can encourage repeat purchases throughout the season. Inspire shoppers with informative signage on their health benefits and versatile culinary uses. Citrus can be used in the kitchen as a flavor enhancer, but also as a key ingredient in various dishes and beverages. From zesty citrus salads to tangy citrus-infused cocktails, the versatility of these fruits is endless. Retailers can capitalize on these trends by offering recipe cards and promoting citrus in combination with other trendy ingredients. Showcase the flavors of the season by displaying a colorful array of winter citrus fruits in eye-catching arrangements."



Director of Communications,
Bee /weet Citrus

"Fall is a wonderful time to market the citrus category because of all the diverse varieties currently in season. While Mandarins and oranges remain popular choices for healthy snacks, many of Bee Sweet Citrus' specialty citrus varieties can elevate the flavor of traditional holiday meals with their bright and bold flavors. To help retailers capitalize on promotional periods, our team has developed new point-of-sale (POS) material that highlights the characteristics of our citrus line. Not only do our display bins create more shelf space at the store level, but their vibrant graphics can help introduce new varieties to shoppers who would otherwise be unfamiliar with them."



"Peelz™ season is here! Fowler Packing is ready for this Peelz citrus season with new and exciting offerings to round out the citrus basket. Whether you're looking for promotional support, digital activations, cross-merchandising, or big and bold point-of-sale (POS) displays, Peelz is the strategic partner of choice to invest in your category. Consumers have access to copious amounts of information about retailers and products via technology. With that comes higher expectations and requests for personalized promotions and consistently available products. Let the Peelz brand tell a story on your shelf—consistent branding of high-quality citrus with multiple varietal offerings ranging from Mandarins, Navels, Cara Caras, Blood oranges, Minneolas, Dekopons, and lemons at the best value. The retailers that deliver what consumers demand will thrive in winning a bigger share of the minds, hearts, and wallets of the consumers they delight. What can I say? The Peelz slice is right."



Maile Devers
/ales Executive,
Fowler Packing

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VOICES OF THE INDUSTRY OFF THE SHELF

"As citrus continues to be a consumer favorite throughout the winter months, there are multiple opportunities to promote the category within the produce department. Citrus is an excellent addition to both savory and sweet holiday dishes, as well as the ideal snack for busy consumers looking for a healthy snack during a time of year when stress levels can ride high. Cross-promotion can be a huge win for retailers looking to ramp up sales and drive more shoppers toward the healthy benefits of citrus."



Becky Wilson,

Vice President of Operations, Tom Lange Family of Companies



Nicole Sandoval

/enior Category Management Analyst, Kings River Packing "Citrus remains a staple in many households, with over 82 percent of consumers purchasing it each year. Although delicious eaten on its own, retailers can help drive sales by encouraging consumers to gather together around the sharing of food, especially during the holiday season. Whether it is drying orange slices for a garland, dipping Poppies™ Mandarins in chocolate for dessert, or using lemons as a natural household cleaner, our citrus lineup was Grown to Share™. As consumers look for product information, retailers can use in-store displays and social media to promote the shareability of citrus. Be on the lookout for new offerings such as Pummelos and our organic lineup!"

"At Fruit World, we get pretty jazzed about the California winter citrus season—the aromas, the juiciness, the zest! In addition to all the health benefits of vitamin C, citrus season offers a wide variety of fruits for so many occasions. Mandarins offer peelable, poppable fun for kids and grown-ups alike, Navels and Cara Caras are great for elevating salads, and lemons are a cooking staple—not to mention they make a kitchen fruit bowl look on-point! The citrus category offers something for everyone.

We're excited to introduce a fresh look for our brand this season, continuing our tradition of bringing bright, bold, and fun retail packaging to the market.

We love making citrus retail displays stand out and draw in consumers."



Bianca Kaprielian

Chief Executive Officer and Co-Owner, Fruit World

A Closer Look at Bee Sweet Citrus Royal Red Oranges



By Peggy Packer

ou're taking your usual walk through the grocery store when you are halted by a regal discovery. A massive throne awaits you. In it sits no human king or queen; instead, another form of royalty equally deserving of a crown.

I'm talking about Bee Sweet Citrus' Royal Red oranges.

Majestic magenta hues emanate from the inside of this illustrious variety, cloaked beneath a blushed rind that locks in the fruit's sweet, berry-like flavor. Not only is the Royal Red orange a great source of vitamin C and a versatile addition to cocktails, desserts, and more, the category standout is adorned in eyecatching packaging that makes for a grand display. As shoppers stop to appreciate its splendor, there's no doubt they'll be walking away with a bag or two of these mouth-watering oranges. Creative point-of-sale materials also elevate the fruit to further greatness.

Harvest for this coveted variety begins in December. The citrus offering welcomes increased opportunities in the era of social media, as its naturally occurring pigment is inherently photogenic—meaning consumers will be eager to share not just the flavorful experience of the fruit, but the aesthetic one as well. If you ask me, that's a surefire way to maximize citrus sales this season.

So, turn the produce department into a palace and give your consumers the elegance and luxury they seek in their everyday lives.





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WP Rawl

Collard Greens





INGREDIENTS

5.5 oz Nature's Greens® Collard Greens

1 tbsp extra-virgin olive oil

1 shallot, finely chopped

2 cloves garlic, finely chopped

12 oz marinated artichoke hearts, drained and roughly chopped

8 oz cream cheese, at room temperature

½ cup plain Greek yogurt

¹⁄₄ **tsp** cayenne pepper

1 tsp smoked paprika

1/2 cup Parmesan cheese, shredded

1 cup mozzarella, shredded and divided

1 cup low-sodium chicken stock

1/4 cup seasoned breadcrumbs or

crushed croutons

Prep Time: 10 mins Cook Time: 30 mins

Servings: 6

DIRECTIONS

- Preheat oven to 400° F. Heat oil in a non-stick pan set over medium heat. Add shallot and cook, stirring occasionally, about 4 minutes until softened. Stir in garlic and cook 1 minute more.
- Discard any large pieces of collard stem. Stir in the greens and 1/4 cup water. Cover the pan and let greens steam, about 1 minute. Uncover and continue cooking until almost all of the water has evaporated, 2 minutes more. Remove pan from heat, allowing greens to cool slightly.
- In a large bowl, stir together collard greens, artichokes, cream cheese, vogurt, spices, Parmesan, ½ cup mozzarella, and stock. Season lightly with salt. Pour into a 2-quart baking dish and top with the remaining ½ cup mozzarella and breadcrumbs/ crushed croutons. Bake 15-20 minutes, until golden and bubbly. Serve hot with pita chips, sliced toasted baguette, or crackers for dipping. Enjoy!

To learn more about WP Rawl, visit www.rawl.net









Jordan Okumura-Wright:
Today's consumer has gone through so much change in recent years, from how they experience time to how their day-to-day tasks and responsibilities have evolved. In what ways do you find their habits changing at the plate, the way they shop, or how they dine? How does Taylor

Farms tailor its foodservice mission and vision to entice these consumers?

Michelle Roberts, Director of Marketing, Taylor Farms Foodservice:

Taylor Farms' mission to be North America's favorite maker of salads and healthy fresh foods continues to drive innovation.

We have found that the modern consumer values fast-paced environments and grab-and-go options more than ever.

Dining trends indicate that consumers are also seeking healthy, unique, and quality products. Our value-added product offerings are carefully tailored to meet consumers' needs while providing time and cost efficiencies to the operator. This leaves the ability for the chefs to focus their attention on creating unique recipes while minimizing labor and reducing complexities in the kitchen.

Between all three of our segments at Taylor Farms—Foodservice, Retail, and Prepared Foods—we work to understand trends and flavors that will continue to increase consumption of healthy fresh foods across North America.



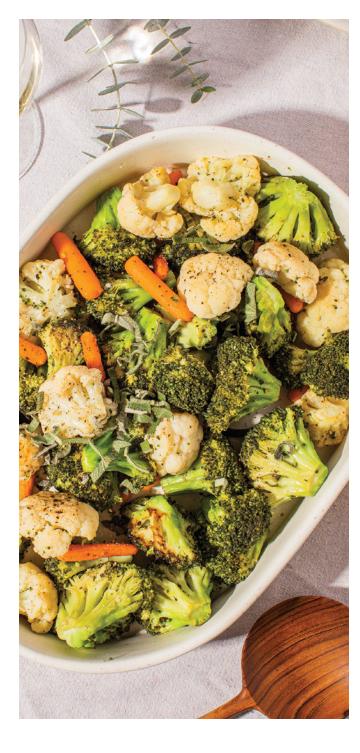
JOW: It's time to brave another holiday rush! With Thanksgiving planning upon us and the winter holidays just down the road, what can you share with our buy-side audience about some of the more notable food and flavor trends moving into some of our favorite 2023 celebrations? How is Taylor supporting such insights?

MR: Holiday menus offer a variety of veg-centric recipes where we typically see a shift to heartier vegetables. Core items such as broccoli, cauliflower, kale, and green beans are great menu options to utilize for multiple side dish applications. These products are not only used as traditional roasted veg sides but also complement ingredients like celery, carrots, and onions for savory winter soups and stews.

Winter salads are also a notable trend. We have seen a stronger demand for variations of our hearty multileaf recipe known as the "Heritage Blend." Operators looking to build a colorful salad base that stands up to proteins, savory dressings, and even seasonal fruits look to this blend for its plate coverage and loft. We have had success with how this product blends with other unique lettuce items such as Baby Red Butter and Romaine throughout the winter months.

Our chopped salad bases add an even bolder crunch and fresh layers of flavor to a holiday salad recipe. These unique blends offer endless application options and convenience for any chef to "Taylor" to their customers' tastes.





JOW: What would you say are the key tenets that inspire innovation and value for customers, Michelle?

MR: At Taylor Farms, we strive to bring our customers high-quality, safe ingredients that also bring their visions to life. In foodservice, it is important to help the operator pave the way for new trends while adding value to their needs through product development.

By design, our value-added fresh product portfolio is ever-changing to support every kitchen. From new pack sizes to blend ratios and variety development, we embrace innovation every step of the way while working to be our customers' one-stop-shop solution.



JOW: Do you have any words of advice for foodservice buyers looking to tap into the most promising consumer dining behaviors of the upcoming few months?

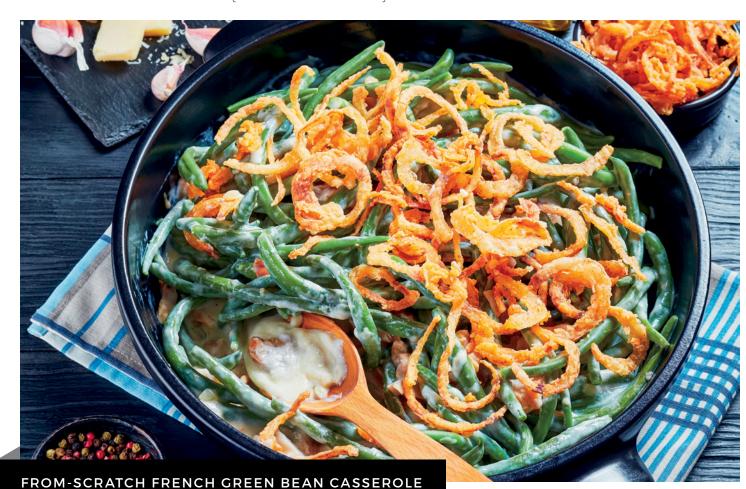
MR: If you'd like to make the most out of this holiday season, it is best to follow the plate. Knowing menu trends, customer needs, and making sure to offer a variety of healthy and flavorful applications throughout the winter season will be ideal in achieving this.

Between all three of our segments at Taylor Farms—Foodservice, Retail, and Prepared Foods—we work to understand trends and flavors that will continue to increase consumption of healthy fresh foods across North America.

- Michelle Roberts, Director of Marketing, **Taylor Farms Foodservice**

here are companies that strive to reach the leading edge. Then there are companies that define it—building its strength, sharpening its execution, honing and fine-tuning its value. In the case of a company like Taylor Farms, its foodservice division has achieved such an edge and its partners are wielding its excellence throughout this holiday season and beyond. Not just following the platebut leading it. 9





INGREDIENTS

- **2 lbs** North Bay Produce French Green Beans
- 2 tbsp unsalted butter
- 1 large shallot, sliced
- 2 cloves garlic, sliced
- **8 oz** Cremini mushrooms
- **2 tbsp** all-purpose flour
- 1/2 **cup** chicken or vegetable stock
- 1 tsp Dijon mustard
- **2 tsp** fresh thyme
- 1/4 tsp nutmeg
- 1/4 tsp cayenne, optional
- 1/2 tsp kosher salt, plus more to taste
- ½ tsp black pepper
- 1 cup heavy cream
- 1 cup French fried onions, optional

Prep Time: 15 mins Cook Time: 30 mins

Servings: 6

DIRECTIONS

- Blanch French green beans until color turns vibrant, then place in an ice water bath for 5 minutes and drain. Set aside while assembling casserole.
- In a large skillet, melt the butter over medium heat and sauté the shallot, garlic, and mushrooms until soft, aromatic, and just beginning to brown.
- Stir in the flour to create a roux and let cook for 1–2 minutes. Then stir in the stock and continue to stir until thickened slightly.
- 4 Stir in the Dijon, thyme, spices, salt, and pepper.
- Reduce the heat to low, then slowly whisk in the cream and continue to gently cook until the sauce is thick enough to coat the back of a spoon. Taste and adjust seasonings if desired.
- Remove from the heat and toss the blanched French green beans in the sauce until
- Preheat oven to 375° F. Transfer to a baking dish and bake uncovered for 20 minutes.
- If desired, top with French fried onions and bake for another 10 minutes. Enjoy!

To learn more about North Bay Produce, visit www.northbayproduce.com

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A catalyst on the plate begins in the kitchen.

Cooking is an art form; chefs are the artists, and their ingredients are the medium. In an era where consumers are looking for dishes that satisfy their taste buds and their eyes, having the right fresh produce on the plate can take a dining experience from the middle of the road to mind-blowing. So, foodservice folks, read on to see what products the industry has up its sleeve to help you create museum-worthy dishes that will have consumers clamoring for more...



By Jenna Plasterer

WESTFALIA FRUIT USA #Deuces[™] Avocados

Starting strong, Westfalia Fruit USA's #Deuces™ foodservice program is economical for customers while delivering the deliciously creamy avocados they expect and desire. How does the company work this magic? So glad you asked. By offering a feel-good supply of #2 fruit. With beauty and flavor on the inside, their external blemishes give them character, while their perfect interior and eating quality allow chefs to breathe new life into these buttery avocados by creating beautiful dishes. Maximizing flavor and minimizing food waste, #Deuces are a plus for consumers and the industry alike.



IPPOLITO INTERNATIONAL

Florentino Cauliflower

Florentino. It just rolls off the tongue. And it will be pleasing diners' taste buds when they get the chance to enjoy this delectable cauliflower variety from Ippolito International. Developed in Spain, it is an expanding cauliflower type harvested in delicate bunches. Each branch is topped with clusters of petite beads ranging from beautiful golden hues to orange and rose tones, each hinting at the sweetness of taste. With this color palette, simple recipes can be made into works of art with a nutritious bonus. Whether you serve it sautéed, roasted, or fresh, this elegant, delicate crucifer is worth introducing to your diners.



NATURE FRESH FARMS® Mini Sweet Peppers

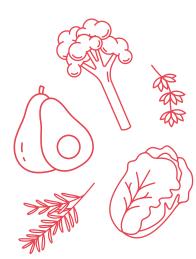
Small but mighty, Nature Fresh Farms® mini peppers pack a one-two punch. Not only are these peppers flavorful, but they are eye-catching as well. The greenhouse-grown offering features a vibrant rainbow of yellow, orange, and red colors that will add a bright pop to salads, appetizers, pasta, and so much more. Sweeter than the average bell pepper, these treasures add a palate-pleasing crunch to any dish. So, think in color when crafting recipes with these taste bud-pleasing peppers.



Taylor Toppers

If you've ever taken an art class, you know consistency and balance are crucial to creating crowd-pleasing works. The same goes for food. Luckily, Taylor Farms has launched its Taylor Toppers line to guarantee that only the most uniform lettuce makes it onto consumers' plates. The Perfect Fit leaf is a hybrid of green leaf and Iceberg that delivers a consistently round shape and frilled edges. This variety also presents less rib and a higher heat tolerance than traditional lettuces, producing a fresh, high-quality product. Also part of the lineup, the Deli Gem Leaf, Green Leaf, and Romaine Leaf Singles offer convenience while streamlining prep to increase operator efficiencies. To top it off, the rich color and fresh flavors will put the final touches on any kitchen masterpiece.







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Homegrown Organic Farms Asian Pears



INGREDIENTS

FILLING

- 1 Homegrown Organic Farms Asian Pear, halved and thinly sliced
- 3 tbsp dark brown sugar
- ½ tsp vanilla extract
- 1 tbsp heavy cream
- 1 tbsp turbinado sugar
- 1 lemon, for zest and juice Pinch of salt

- ½ cup all-purpose flour, plus extra for dusting
- 1/2 **cup** whole wheat flour
- 2 tbsp sugar 1/2 **tsp** salt
- 7 tbsp unsalted butter, cold and cubed
- 1 tbsp apple cider vinegar
- 2 tbsp water

SPICED WHIPPED CREAM

- 1 cup heavy cream
- 2 tbsp sugar
- ½ tsp vanilla extract 1/2 tsp cinnamon, or your favorite fall spice

Prep Time: 2 hrs–overnight Cook Time: 30-45 mins Servings: 1



To learn more about Homegrown Organic Farms, visit www.hgofarms.com

DIRECTIONS

- Start by making the dough. In a large bowl, combine the flours, sugar, and salt. Add the butter and use a dough cutter, your fingers, or a fork to squish the butter into the flour until there are pea-sized pieces throughout the mixture.
- Add vinegar and water, mix until dough forms into a ball. If the dough seems dry, add more water a tablespoon at a time.
- Form the dough into a flat disk, wrap in plastic, and place in the fridge for at least 2 hours or overnight.
- Preheat the oven to 400° F. In a large bowl, combine the sliced pears, brown sugar, vanilla, lemon zest and juice, and a pinch of salt. Toss to combine.
- Dust a clean surface with flour and roll the dough out into a flat round, about 1/8" thick. Place on a parchmentlined baking sheet. Place the pear filling in the center, arranging the slices as desired.
- Fold over the edges of the dough to form a border about 1" wide. Pour

- any remaining juices from the filling mixture over the center. Brush the crust border with heavy cream and sprinkle with turbinado sugar.
- Bake for 30-45 minutes, or until the crust is golden and the filling is bubbling. Allow to cool.
- To make spiced whipped cream, in a large bowl or stand-up mixer, whisk together heavy cream, sugar, vanilla, and cinnamon until fluffy peaks are formed. Dollop over galette and enjoy!



Citrus | Berries | Starefruit | Fall Fruit | Kiwi | Grapes



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▶ MY FAVORITE THINGS ◄

NATALIE J. MACHADO

National Director of Marketing, FreshSource

With Jordan Okumura-Wright

Say Natalie J. Machado's name at nearly any fresh produce industry gathering, and you will find a host of friends and admirers alike singing her praises. Natalie's expertise, passion, and deep commitment to her clients and colleagues are just a few of the many things the industry loves about her. But we wanted to know, what are a few of her favorite things...







2 Travel

4 Animals

7 My Family

6 Winter

8 Floral Design Classes

6 Quotes

3 Movies

9 My Mentor



VOICES OF THE INDUSTRY

VOICES OF THE INDUSTRY



KYLA OBERMAN, Director of Marketing, California Giant Berry Farms

"During the holiday season, berries are positioned to take center stage as a vibrant addition to any traditional holiday dish! Whether adorning desserts like pies, tarts, and trifles; incorporated into savory dishes like berry-infused glazes and sauces; or quick-pickled for a surprisingly tasty appetizer, berries offer a wonderful balance of tartness and sweetness that complements a wide range of flavors. The addition of fresh berries also provides a festive, jewel-toned vibrancy—a key trend of this year for savvy menu developers and home chefs alike who crave naturally derived pops of color."

RENT SCATTI

BRENT SCATTINI, Vice President, West Coast, Seven Seas Berries - A Division of Tom Lange Family of Companies

"Strawberries are the perfect accoutrements for any holiday gathering. Regardless of the occasion, strawberries provide a sweet, colorful, and healthy way to spruce up any meal, and they can be used in both savory and sweet dishes. Advise shoppers to use them in a salad, sauce, or as the centerpiece of their favorite dessert. There are so many options; imaginations can run wild. During the holidays, fresh berries will be available from both California and Mexico—and are ideal for promotion during those time periods. Try merchandising and promoting larger packages during the holidays to take advantage of larger-sized holiday gatherings."

STEPHEN PAUL, Deciduous Category Director, Homegrown Organic Farms

"A consumer's desire for great-eating fruit never ends, which is why we offer a flavorful berry option for every season.

This fall, we have the arrival of a fresh new kind of berry, Kiwi berries, grown in Oregon.

About the size of a grape, Kiwi berries are an extra-small variety of kiwifruit that has smooth,

edible skin. The fuzz-free exterior makes it easy to pop into mouths as a quick and delicious snack. The softer the berry, the sweeter the taste. Kiwi berries are packed with flavor, but they have a short season, so get them while you can!"

CKARAN CKOHLI, Berry Sales Director, Mastronardi Produce®

"Our berries will be in full force and full flavor just as we enter the holiday season. At a time that's slow for some other berry growers, SUNSET® is bringing the supply and some surprises that will turn heads in retail. Our WOW™ Organic Strawberries will elevate flavor expectations for the organic consumer, and our new Summer Dream™ Raspberries will keep the taste of summer alive all winter long."





ZANELLE HOUGH, Director, Sales, Nature Fresh Farms®

"Consumers continue to reach for healthy, high-flavor, convenient snacking alternatives—providing retailers an excellent opportunity to merchandise berries as one of the best snacking options. Focus on highlighting the category, such as our Organic Greenhouse Berries™, in point-of-sale materials that feature sharable holiday snack ideas such as charcuterie boards, or cross-merchandise berries next to select cheese or dip options to increase impulse buys. Consumers are looking for new, fresh ideas to wow their guests during the holidays—and berries have endless potential to do so."



"November and Thanksgiving mean peak sales for our retail partners as they experience extreme holiday demand. We love being part of this significant holiday now that we have year-round

fresh strawberries. Our bright red strawberries bring color and flavor to side dishes, cocktails, and that perfect charcuterie board complementing big holiday meals. We enjoy engaging with consumers and providing recipe inspiration as they plan their menus throughout the holiday season, providing easy and memorable ways to incorporate our fresh berries into family celebrations."



STEPHEN GOWAN, Director of Retail Sales, Mucci Farms

"Celebrate the holidays with Smuccies™ Sweet Strawberries! They're festive fruit you need.

the festive fruit you need, with their vibrant red color and delicious sweetness. Whether you're baking desserts or sipping cocktails, they're the perfect companion throughout the holiday season for friends and family gettogethers. CEA-grown (Controlled Environment Agriculture) yearround in the largest indoor strawberry farm in North America, our berries beat the distance for customers in Eastern Canada and the Midwest United States, ensuring top-notch flavor and quality!"

SARAH QUAGKENBUSH, Sales Manager, North Bay Produce

"Fall berries will be coming on just in time for holiday get-togethers. The berries will be in good supply for holiday menus—festive drinks, delightful desserts, savory charcuterie boards, sauces, salads... the possibilities are endless. In addition to being versatile and delicious in many different dishes, berries are also a healthy way to add some delicious sweetness and beautiful color to a menu."

Chief Operating Officer, BlazerWilkinsonGee

"The holiday season is a great time to promote berries.

Strawberries bring color and sweetness to any dish and are the perfect pop of red in your celebratory glass of champagne, holiday pies, and more! We have many delicious and fun holiday recipes on our website. The Strawberry Santa Hats and Strawberry Mulled Wine are some of our favorites!"



JIM ROBERTS, President of Sales, Naturipe Farms

"When you think of November and berries, the first thing that comes to mind is probably Thanksgiving and cranberries. But those aren't the only berries in peak season this time of year. Leveraging our growers throughout North and South America, Naturipe Farms is able to offer delicious and fresh strawberries, blueberries, raspberries, and blackberries throughout the fall. What better way to feature those berries on the Thanksgiving table than with a recipe that incorporates all of them, such as Naturipe's mixed berry cranberry sauce? Fresh berries are great accompaniments to sweet and savory dishes and look beautiful as a garnish. The opportunities to promote mixed berries are endless, and retailers and consumers shouldn't assume that just because we're in the colder months, these delicious berries aren't ripe for the picking—from the grocery store shelves, that is!"

RAY MASTRONARDI, Vice President of Sales, DelFrescoPure®

"As the holiday season approaches, many of us are thinking about hosting gatherings with family and friends. Our YES!BERRIES® Strawberries are versatile and can be used in a variety of dishes. Balsamic-glazed strawberries and goat cheese on crostini are a great sweet-savory appetizer. They also work beautifully in a simple strawberry trifle with layers of pound cake and whipped cream. Picked at the peak of perfection, our outrageously sweet strawberries are bursting with flavor in every

berry bite. They're greenhouse-grown in Ontario, Canada, and available year-round, making them the perfect fresh and festive addition to your shoppers' holiday entertaining menu."



INGREDIENTS

- 1 package YES!BERRIES® Your Everyday Snack™ Strawberries,
- package vanilla pudding mix
 cup milk, for pudding
 angel food mini cakes or slices
 package whipped cream

Prep Time: 10 mins Cook Time: 10 mins Servings: 6

DIRECTIONS

- Prepare the vanilla pudding following directions on the box.
- Prepare all ingredients and layer as follows in the coupe glasses. Place cake at the bottom of coupe, cover with vanilla pudding, a layer of sliced strawberries, and a scoop of whipped cream.
- Serve immediately, or store chilled until ready to serve, for up to an hour. Enjoy!

To learn more about DelFrescoPure® visit www.delfrescopure.com





This crate is the key to unlock fresh grocery supply chain automation

Sturdy, collapsible, stackable, standardized, and reusable

www.IFCO.com







INGREDIENTS

Bite-Sized Fruit Tomatoes, divided 1/4 cup olive oil 1 shallot, thinly sliced 3 cloves garlic, sliced 1/4 **tsp** crushed red pepper flakes 1 tbsp fresh thyme, divided

2 dry pints Pure Flavor[®] Cloud 9[®]

1 tbsp fresh basil, sliced and diced 1 can white beans, drained and rinsed 1½ cup mozzarella cheese, shredded 1/4 **cup** Parmesan cheese, shredded Kosher salt and pepper, to taste

Bread, optional for serving Prep Time: 10 mins Cook Time: 1 hr

DIRECTIONS

- Preheat oven to 425° F.
- Heat olive oil in a cast iron skillet over medium-high heat. Add shallot to the pan and sauté until softened. Reduce heat, add garlic and crushed red pepper flakes, and sauté for an additional 1 minute.
- Set aside 1/4 cup of tomatoes. Add the remaining tomatoes to the pan with 3/4 tbsp thyme and season with salt and pepper. Cook for 15 minutes over medium heat. Reduce heat and continue cooking for an additional 30 minutes, stirring frequently.
- Stir in $\frac{3}{4}$ the basil and beans. Top with both types of cheese and bake for 10-15minutes, until cheese is golden.
- Garnish with remaining thyme, basil, and reserved tomatoes. Serve with bread if desired, and enjoy!

To learn more about Pure Flavor®, visit pure-flavor.com







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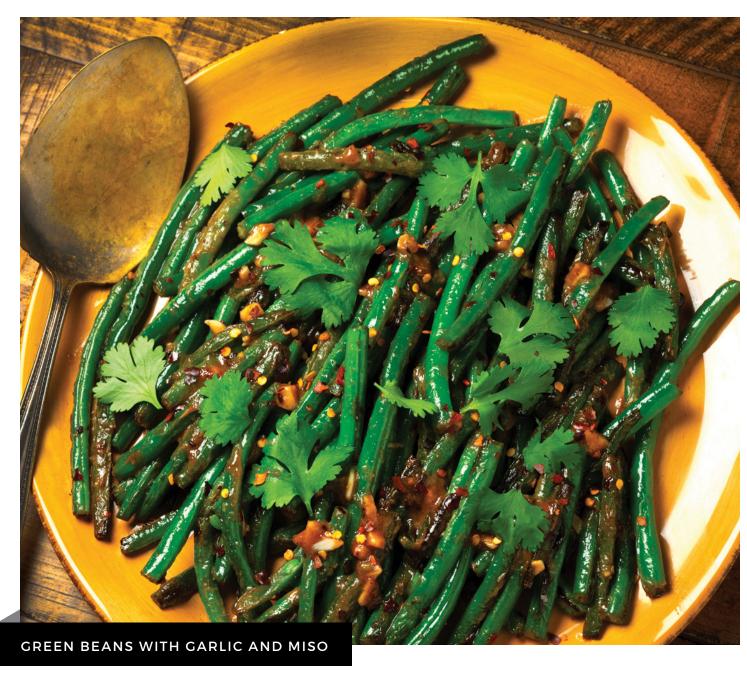






Servings: 4

4Earth Farms[™] DOIDO WITH Organic Green Beans? what the fork }



INGREDIENTS

1½ lbs 4Earth Farms™ Organic Green Beans, trimmed

- **3** garlic cloves, finely chopped
- **3 tbsp** fresh lime juice
- 3 tbsp miso
- 3 tbsp agave nectar
- 2 tbsp olive oil

Pinch of crushed red pepper flakes Cilantro, coarsely chopped for garnish

Sea salt and pepper, to taste

Prep Time: 5 mins Cook Time: 15 mins Servings: 6

DIRECTIONS

- In a small bowl, combine garlic, lime juice, miso, and agave nectar. Set aside.
- In a large skillet, heat olive oil over medium-high heat. Add green beans and cook undisturbed for about 2 minutes until beginning to blister.
- Toss and cook for 8–12 minutes, tossing often until tender and blistered.
- Remove from heat, add garlic mixture, and toss. Coat evenly. Add red pepper flakes and season with salt and pepper.
- Transfer to a platter and garnish with cilantro. Enjoy!

To learn more about 4Earth Farms[™], visit www.4earthfarms.com





A Closer Look at Mucci Farms Veggiesto-Go[™] Program



By Anne Allen

recent rebrand has tongues wagging. With a sleek new look to drive impact and sales in the produce department, Mucci Farms' Veggies-to-Go™ program is the certified It Girl of the season.

For retailers looking to appeal to today's busy consumers, Veggiesto-Go offers healthy snacking solutions in a bright and engaging format. The color palette, grounded in pastel blues and purples, pairs well with the striking color of the greenhouse-grown vegetables housed within. The graphics are adorable as well, with bell peppers acting as rockets or grape tomatoes stenciled to look like helicopters.

There are multiple options to choose from, including Mucci Farms' award-winning Sun Drops™ Sweet Grape Tomatoes, CuteCumber™ Poppers, and Sweet-to-the-Point™ mini pointed peppers.

The aesthetics of Veggies-to-Go are undeniable, as are the benefits. Available in a versatile range of specs and sizes—including new 5 oz Top Seal offerings customizable with 2 and 3 pack paper banding options, as well as a family variety package with bag options—there's no stopping the momentum of the program.

To support its retail partners further, Mucci Farms offers engaging pointof-sale (POS) displays to further draw in the consumer eye.

Children and parents alike will be envious of the snacking showroom with Veggies-to-Go in their lunch pails.







Recipe credited to The Mushroom Council

INGREDIENTS

- 1 Giorgio[®] Portabella Cap
- **1 large or 2–3 small** Giorgio Shiitake Caps
- 4 cups sourdough bread, cubed
- **2 tbsp** unsalted butter
- 2 celery stalks, diced
- 1 medium carrot, diced
- **3** shallots, diced
- 1/2 **lb** ground mild Italian sausage
- 1/2 cup raisins
- 2 ¹/₄ **cups** low-sodium chicken stock
- **2 tbsp** thyme leaves, chopped
- **1 tbsp** fresh flat leaf parsley, chopped Salt and black pepper

Prep Time: 5 mins Cook Time: 30 mins Servings: 4-6 pieces



DIRECTIONS

- Preheat the broiler to high. Place the bread on a large, rimmed baking sheet and broil 3–4 minutes or until the bread is golden. Set aside to cool.
- Preheat the oven to 375° F. Spray a 9" x 13" baking dish with cooking spray.
- Place the mushroom caps in a food processor and pulse to break the mushrooms until it resembles the ground Italian sausage.
- Melt the butter in a large skillet over medium-high heat. Add the mushrooms, celery, carrot, and shallots. Cook 3–4 minutes or until vegetables are softened.
- Add the sausage and cook until brown, breaking up the meat as it cooks.
- Add the raisins and cook for 1 minute.
- Pour 1/4 cup stock into the skillet, scraping any brown bits from the bottom.
- Transfer the sausage mixture to a large bowl. Add the chicken stock, thyme, and bread. Season to taste with salt and pepper and toss to combine.
- Pour the stuffing into the prepared baking dish and bake for 20 minutes.
- Before serving, sprinkle the stuffing with fresh parsley. Enjoy!

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To learn more about Giorgio Fresh Co., visit www.giorgiofresh.com

Opal National Opal Apple Day December 9th

Find Endless In-Store Sampling Recipes and More Ways to Celebrate:

www.nationaltoday.com/national-opal-apples-day







Download Retailer Toolkit Here









opalapples.com









A Closer Look at Bako Sweet® Mesh Bag Program



By Peggy Packer

ow many times have you strolled through a grocery store, saw an item that piqued your interest, and made a swift Google search to find out all it has to offer? My bet is too many!

Bako Sweet® is taking all of the guesswork out of sweet potato shopping, starting with its newly debuted 3 and 5 lb mesh bag program. Available in conventional and organic sweet potato offerings, the new mesh bag is an on-the-floor approach to consumer education. For example, the highly visible design features a QR code that takes consumers directly to the Bako Sweet website for a collection of recipe ideas. (Did someone say Thanksgiving merchandising?!)

The package also includes varietyspecific information, creatively complemented by a circle that indicates what color the variety is on both the outside and inside.

Flip the bag around, and consumers will find cooking instructions that show several ways to prepare a sweet potato. As the product comes pre-washed, shoppers can pick them up and get right to prepping those casseroles or delicious pies!

Further stimulating the ease of sweet potato selling, the bags also feature a UPC bar code on the front and back, making it easier for cashiers to scan at the register.

With a host of benefits for both the consumer and the retailer, this is one offering you'll surely want to have on shelves this fall!









Recipe credit to Takes Two Eggs

INGREDIENTS

PIE FILLING

2 Bako Sweet® Single Sweet Potatoes

1 9" pie crust

5 tbsp butter, softened 1 cup dark brown sugar, packed

3 large eggs

2 tsp ground cinnamon

1/4 tsp nutmeg

1 tsp ground ginger 1/8 tsp cloves

1 tsp salt

1 1/4 cup evaporated milk 1 tbsp vanilla extract

TOPPING Whipped cream EGG WASH

1 large egg 1 tbsp milk

Prep Time: 1 hr 30 mins

Cook Time: 1 hr Servings: 8 slices



To learn more about Bako Sweet®, visit www.bakosweet.com/recipes

DIRECTIONS

- Roll out your pie crust and carefully transfer it to a standard 9" pie dish. Trim and crimp the edges of the crust. Cover and refrigerate for 30 minutes or up to 1 hour.
- Place a rack in the center of the oven and preheat to 350° F.
- S Prepare sweet potatoes. Do not puncture holes or remove film. Microwave each potato on high for 5-8 minutes or until tender. Carefully remove the film and skins from the potatoes.
- In a stand mixer with a paddle attachment, add the sweet potatoes and beat on medium-high speed until smooth. Add the butter, dark brown sugar, and eggs and mix until combined. Then, add the cinnamon, nutmeg, ginger, cloves, salt, evaporated milk, and vanilla extract. Mix until everything is combined and smooth.
- Strain the batter through a fine mesh sieve and use a rubber spatula to push any large sweet potato chunks through. After the batter is strained, whisk until combined. This will ensure a silky smooth pie filling.
- Remove the crust from the refrigerator and pour the sweet potato filling into the pie crust. In a small mixing bowl, mix together the egg and milk and brush the egg wash onto the edges of the pie crust. Place the pie dish onto a baking sheet and bake at 350° F for 50 minutes or until the edges are cooked and the center is slightly jiggly. If the crust is browning too quickly, shield it with a pie crust shield or a ring of aluminum foil.
- Place the sweet potato pie on a wire rack to cool completely, about 2 hours, before decorating it with whipped cream. Enjoy!





Talk to us about how you can sweeten your everyday with a Bako Sweet® potato program this holiday season.

661-858-1075 | bakosweet.com | sales@countrysweetproduce.com



Sysco

Chandler James VISION

A Q&A With Julie Olivarria, Vice President of Produce, Sysco

he team at AndNowUKnow and The Snack Magazine operates like a well-oiled machine. With gears turning, at what some would call an impossible rate, we function best when pressure is high. And, in produce, when is it not?

Our success is equally dependent on each of the three departments we operate under—editorial, sales, and design. Aiming to go beyond customer service and establish genuine relationships, we wield words, images, and ideas to convey each of your incredibly unique stories. The magnitude of that gift is not lost on us.

Why, you might ask, am I singing the high praises of my incredible team? Because for the next couple of pages, I'm asking you to turn your attention to another multi-pronged operation—one that is propelling Sysco's growth trajectory in produce. I draw many parallels between our two company cultures, which is probably why we have become close friends with the people behind this distribution giant.

And one of them, as you might have guessed, is Vice President of Produce Julie Olivarria.



Chandler James: Julie, it's great to welcome you back to the pages of *The Snack!* We love working with Sysco, and consider you to be one of the leading foodservice distributors in the business. I know many of our readers would love insight into your fresh prowess, specifically. Can you tell me about the two arms that power your

produce-focused operations?

Julie Olivarria, Vice President of Produce,

Sysco: In the United States, Sysco offers produce through our Broadline business, FreshPoint, and our specialty companies. While this is a multi-pronged business, we aim to go to market as One Sysco, providing a seamless, unparalleled customer experience.



Our approach brings Sysco's specialty sales teams and our Broadline sales teams together to offer our customers the full power of our product assortment and solutions tailored to their needs.

Whether a customer needs unique specialty items delivered five days a week, or competitively priced core items delivered weekly, we have a program and distribution channel for every customer.

CJ: At AndNowUKnow and The Snack, we pride ourselves on cultivating a deep understanding of the industry that allows us to provide excellent service specific to the needs of fresh produce operators. I know Sysco has long maintained that same view. How do you lean on your Broadline, FreshPoint, and specialty businesses to meet the unique requirements of your produce customers?

JO: Across Sysco, we have many colleagues directly focused on selling produce. We work together to leverage the strong customer insights and expertise of our Produce Specialists in Broadline and combine them with the deeper assortment, operational flexibility, and product expertise of our FreshPoint and specialty sales teams. Together, we can offer customers a solution tailored specifically to their needs.

CJ: I've said it once and I'll say it again: Sysco is a distribution behemoth in the food industry. Having been around since 1969, how does Sysco leverage its impressive scale to offer differentiated service to those in fresh produce?

JO: By leveraging the full power of our Specialty and Broadline distribution channels, we can provide meaningful solutions to our customers with the flexibility they need. Additionally, we leverage the buying power of both channels to seek out some of the most competitive buy-side contracts in the industry.

By leveraging
 the full power of our Specialty and Broadline distribution channels, we can provide meaningful solutions to our customers with the flexibility they need."

Julie Olivarria,
Vice President of Produce, Sysco

CJ: It's been great getting a closer glimpse at Sysco's fresh produce side of the business. I continue to be impressed by the company's ability to cater to some of the biggest names in foodservice while balancing a delicate touch for the art of fresh food. If you could sum it up for us here, what would you say is Sysco's ultimate goal?

JO: Our mission is to deliver success for our customers through industry-leading people, products, and solutions.

We want to make it extremely easy for our customers to do business with Sysco, meeting their basic grocery needs as well as their more specialized needs, with a custom solution tailored for each customer.

f course, none of these ambitious goals would be possible without folks like Julie at the helm. As someone who takes deep pride in her company culture, I am quick to point out when I recognize the strengths of another one. Strengths I am sure Sysco will use as the foundation for its future success.





MATT MASERA, CHEF, CULINARY DIRECTOR, AND FOOD STYLIST

"As a culinary director and food stylist, I have my hands in all sorts of different projects. From restaurants to cookbooks, I strive to seek out quality ingredients. Taylor Farms always delivers high-quality value-added fresh products, and just like chefs, it constantly pushes the envelope with menu innovation. I love the new line of Taylor Toppers, including the Perfect Fit lettuce leaf. It delivers a consistent product in shape, structure, and flavor that is such an advantage and offers a great labor solution. Not only does it taste great and hold up to the heat, it looks great, too, with the frilly edges adding texture and layers to the dish you are creating. This new line from Taylor Farms Foodservice is a great weapon in any chef's arsenal, and really is an ingredient for culinary success."



LISA HEARNE,
SENIOR VICE PRESIDENT OF
FOODSERVICE SALES AND MARKETING,
TAYLOR FARMS FOODSERVICE

"At Taylor Farms, we're listening to our customers and looking for new, innovative ingredients to provide flavorful and unique solutions that 'Taylor' to culinary needs. Chef Matt Masera has been a critical partner to our foodservice team as he brings on-trend and relevant insights to the foodservice space to further product innovation. Supporting customer needs through menu ideation and new product development is a critical component to overall operator success. Our new Topper line with a ready-to-use assortment of fresh sandwich and burger solutions was designed to meet the growing demand for premium offerings and labor savings."

TAYLOR TARMS



VOICES OF THE INDUSTRY

VOICES OF THE INDUSTRY

STARR RANGH GROWERS







TRIMMELL HAWKINS, EXECUTIVE CHEF

"As a chef, it's always a pleasure to work with high-quality ingredients that speak for themselves. When you start with this caliber of product, you don't want to do too much interference. Instead, you want to create a recipe that allows the product to shine, almost like putting it on a pedestal. JUICI® apples are one of those products that spoke to me, so taking it to the next level and elevating it was as simple as apple pie—well, apple pop-tarts in this case. Made with just five simple ingredients, I was very intentional to allow them to be the star of the show while also being a showstopper everyone would love."



KRISTA BECKSTEAD,
FORMER BRAND MANAGER,
STARR RANCH GROWERS

"Working hand-in-hand with talented Chef Trimmell to craft innovative recipes centered around our JUICI® apple has been a transformative experience for our JUICI brand. Through this collaboration, we discovered the true essence of the apple—its versatility, its nuanced flavors, and its potential to create culinary wonders. The chef's expertise in combining diverse ingredients with our JUICI apple helped elevate our brand from a mere fruit to an inspiring culinary muse, captivating the taste buds of food enthusiasts everywhere. Together, we redefined what it means to savor the simple yet extraordinary delight of JUICI, leaving a lasting impression on our consumers and forging an unbreakable bond between their palates and our JUICI apple."



SARAH BARRETTE, CULINARY AMBASSADOR AND OWNER, THE CHEESE BAR

"DelFrescoPure" produce provides numerous benefits for The Cheese Bar, enhancing both the quality and versatility of our dishes. Working with DelFrescoPure greenhouse-grown produce has been a game-changer for our menu. Its commitment to quality and supporting local resonates deeply with our philosophy. Its greenhouse-grown Heirloom tomatoes, organic cucumbers, Rainbow peppers, and succulent strawberries provide us with an incredible range of flavors and textures to work with. Our dishes have evolved, and we can create unique flavor combinations that surprise and delight our customers. It's a joy to collaborate with a company that shares our passion for excellence and celebrating ingredients in their purest form."



SONIA KLINGER,
MARKETING MANAGER, DELFRESCOPURE®

"At DelFrescoPure®, our mission is to cultivate excellence, offering our customers the finest sustainably grown greenhouse tomatoes, cucumbers, peppers, beans, and strawberries all year 'round. Working with culinary visionaries like Sarah Barrette, the driving force behind Windsor, Ontario, Canada's, The Cheese Bar, we embark on a flavorful journey that is limitless. Sarah's unwavering commitment to infusing vibrant and daring flavors into her dishes perfectly complements our delectable produce. This partnership is a testament to the magic that happens when two companies unite to craft something extraordinary. As we celebrate the success of our collaboration, we look forward to inspiring alliances like this one, igniting the taste buds of food enthusiasts everywhere."

DELFRESGOPURE®



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SCALLOPED SWEET POTATO/POTATO GRATIN

INGREDIENTS

- 2 lbs Mim's Famous Sweet Potatoes, scrubbed
- **2 lbs** Pacific Gold Yukon Gold Potatoes **2 tbsp** Progressive Farms fresh thyme,
- minced **2 tbsp** Progressive Farms fresh rosemary, minced
- 1 tbsp Progressive Farms fresh sage, minced
- ¹⁄₃ **cup** butter

- 4 cloves garlic, minced 2 cups heavy cream
- 2 tsp salt
- **1 tsp** ground pepper
- **6 oz** Gruyère cheese, shredded

Prep Time: 20 mins Cook Time: 55 mins Servings: 12



To learn more about Progressive Produce, visit www.progressiveproduce.com

DIRECTIONS

- Preheat oven to 400° F.
- In a saucepan, melt the butter over medium heat. Add the garlic and allow to simmer for 1–2 minutes. Slowly add the cream and then the herbs. Bring to a simmer, stirring constantly, then remove from heat and set aside.
- Peel sweet potatoes and potatoes, then cut into 1/4" thick slices. We recommend using a mandoline slicer
- so the rounds are the same thickness. Add the potato slices to a bowl and toss with salt and pepper.
- Grease a 13" x 9" x 2" baking dish with butter or baking spray.
- Arrange slices in the dish in rows, overlapping and alternating the potato types and colors.
- Pour the cream mixture over the potato slices, gently pressing them down.

- Sprinkle the shredded Gruyère on top. Cover your dish with tin foil and pop into the oven for 40 minutes.
- When baking is done, remove the tin foil and place back in the oven for 10-15 minutes longer, or until most of the liquid is absorbed and your gratin top is a beautiful golden brown.
- Remove from oven and let sit for 10 minutes. Enjoy!

EZ Dand by Stemilt World Famous Fruit



Securing ORGANIC BULK RINGS at the register!



Prianna Shales, Marketing Director, Stemilt

"November is prime time for promoting apples as harvest is complete and top varieties like Gala, Honeycrisp, Granny Smith, and Fuji are readily available. According to Nielsen retail scan data, apples are 6.2 percent of total produce dollars in November. Retailers should look to drive this important category via regular promotions and a focus on the top two club apples for this period: SweeTango® and Envy™. There are also great tieins for apples to the Thanksgiving holiday, while packaged items like Lil Snappers® and Artisan Organics® sustainable four packs (EZ Band) are ideal for delivering convenience to shoppers during this busy time of year."

Fason Sushong, Wenatchee Division Manager, Giumarra Companies

"Shoppers love apple season, and we are excited to share that we have expanded our domestic crop of Lemonade™ apples in collaboration with Apple King from Washington and Rice Fruit Company from Pennsylvania. Consumers are captivated by Lemonade's bright yellow hue, invigorating tang, and satisfying crunch, and we continue to grow our volume to meet soaring demand for this exclusive variety. We've been busy working with our retail partners to plan targeted in-store and digital promotions to excite consumers and boost sales of bagged and bulk apples this season. The variety adds a tasteful mix to our everexpanding menu of premium domestic apples, which also includes Fuji, Granny Smith, Honeycrisp, Red Delicious, and Royal Gala."



Plake Pelknap, Vice President of Sales, Rainier Fruit Company

"It's that time once again! Apple season is in full swing, and there's plenty of beautiful fruit to go around thanks to great growing conditions this year. Rainier is thrilled to bring on a new vertically integrated partner this year that will augment our existing menu of premium Honeycrisp, Cosmic Crisp®, and Pink Lady®. Additionally, there will be promotional availability of Envy™ and traditional favorites Gala and Granny Smith. In response to continued consumer curiosity about the origins of their food, we've built educational materials and content to help retail associates be the experts on all things apples."

Emily Autrey, Marketing Manager, FirstFruits Farms

"Apples are an important staple in the produce aisle for retailers year-round, but especially during the fall season. These versatile fruits are not only iconic in many cultures worldwide, but they are also people's go-to choice when looking for a simple, healthy snack that's both budget- and family-friendly. That's why growing exceptional fruit for families is our mission at FirstFruits Farms. This year, our larger volume crop means outstanding quality across all varieties. Retailers can capitalize on the season and the larger crop by planning multi-variety ads, promotions, and cross-promotions in-store and online. It's important to highlight high-flavor varieties like Opal®, Cosmic Crisp®, and Honeycrisp on the digital storefront to make sure apples are top of mind, no matter how consumers are shopping. Our team offers robust marketing and category management support for partners looking to drive sales this fall season."





By Peggy Packer

expert in appealing to all five senses.

From the bright reds, yellows, and greens that decorate displays

to the crisp crunch that emits when the fruit is first bitten into,

a sensory awakening occurs each time a consumer encounters

an apple. While the refreshing aromatics may be what draws

as a staple on shoppers' grocery lists. If you're looking to up

from these renowned apple specialists...

your game in an already sought-after category, take some tips

them in, it's the flavorful experience that establishes the offering

ight, sound, smell, taste, touch—the apple is an

VOICES OF THE INDUSTRY

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Rochelle Rohm, Vice President of Marketing, CMI Orchards

"CMI Orchards is the 'fruitful' intersection where variety meets excitement. Our offerings extend beyond the ordinary, showcasing not just conventional, but also organic core and exclusive branded apples. With our new crop comes opportunities for retailers to maximize on our huge varietal selection, beginning in August with sought-after Smitten® and Ambrosia Gold®, followed by other fan favorites like Kanzi®, SugarBee®, Jazz™, Envy™, KIKU®, EverCrisp®, Cosmic Crisp®, and Sunrise Magic®. Through our omnichannel marketing strategies, savvy retailers stir up enthusiasm in the produce aisle, capitalizing on our eye-catching, high-graphic displays and customizable programs. CMI is the perfect one-stop shop where retailers find the products and the passion to bring some of the best-tasting fruit to shoppers all over the globe."



"Apples announce the start of fall and kids going back to school. A great offering to spotlight during this time is our Lucy™ Rose and Lucy™ Glo apples. Because of the striking red flesh and good eating quality, retailers can really drive a point of differentiation with red-flesh apples. Rockit™, our miniature apple, is a great snack item that is very uniform in its flavor and crunch. These apples drive loyalty with consumers through their consistency, and they're the perfect size for kids or other consumers who are on the go. Chelan Fresh offers eye-catching display bins for our newer varieties like Cosmic Crisp®, SugarBee®, Rockit, and more. Retailers should lean on their vendors for help with displays, so they can elevate the floor up to the selling level."





Garah Lucas, Director of Retail Strategy, Superfresh Growers®

"The weather is cooling, leaves are changing, and customers are hungry for the flavors of fall. This year's Washington crop is a perfect opportunity for retailers to engage with customers and lean into fall selling. Big displays of Honeycrisp for snacking, bagged apples for lunchboxes, and baking apples ahead of holiday selling are important in establishing a successful plan. Promotions, dislocated displays, and cross-department merchandising are just a couple of tools to help retailers meet their customers where they are across their stores. We all know flavor is king when it comes to driving repeat purchases, and there is no better apple than Autumn Glory® for hitting all the flavors of fall. No fall apple set is complete without Autumn Glory from Superfresh Growers® in the mix."

Cynthia Haskins, President and Chief Executive Officer, New York Apple Association

"Join in on the fall harvest fun and build large front-of-the-produce-department displays of fresh-picked apples. New York State has a diverse mix of classic varieties like Empire, McIntosh, Galas, Honeycrisp, Fuji, and newer on-the-scene apple varieties like SnapDragon®, RubyFrost®, New York-grown SweeTango®, and EverCrisp®. Be sure to cross-merchandise with caramels, apple slicers, fruit boards, pairing ideas, and tote bags filled with New York apples, so consumers can grab and go."





Shelby Babcock, Marketing and Sales Specialist, Applewood Fresh Growers

"Apples bring people a sense of comfort and convenience, and Applewood Fresh™ is proud to offer varieties for any lifestyle. From on-the-go snacking to pie baking, each apple holds characteristics that can be a staple for any holiday dish this season. Offering demos/samples, in-store and online flavor profile signage, and multiple varieties with various packaging options will help push the movement of apples, which we aim to emphasize year after year with stacked marketing tactics. Create memorable experiences for the customer with storytelling packaging, rewards programs, and fall-centered demos. November is a peak month for our Michigan apples, with EverCrisp®, Ambrosia, SweeTango®, and Kanzi® available, along with core

varieties like Honeycrisp, Fuji, Red Delicious, and Gala."

Fim Thomas, Owner, Starr Ranch Growers

"Anticipation is building as we dive into this year's apple harvest. Our orchards are laden with the promise of a bountiful yield with high-colored fruit. Our proprietary apple varieties, Karma® and JUICI®, are truly stealing the spotlight this year, with their flavor profiles becoming richer and more intense due to the perfect balance of nutrients and sunlight they've received through the excellent growing conditions we've endured. We can't wait to share our new crop with our customers and have consumers experience the incredible flavors that Karma and JUICI have to offer!"





Fessica Wells, Executive Director, Crunch Time Apple Growers

"To increase visibility for our varieties, we love participating in community events with SnapDragon® apples, including our mascot, tents, merchandise, and, of course, SnapDragon apples! Once people have the opportunity to try SnapDragon apples in this setting and learn more about them, we know they will go looking for them at local retailers. For events, we often engage our brand partners like Wrapples, or our influencer community, to further enhance the consumer experience. Our goal is to help drive customers to our retailer partners by introducing them to SnapDragon apples and telling them where they can find them in the area. Particularly in this age of grocery delivery or pick-up, this type of demo can be more effective long-term than a single-day, in-store demo, as it reaches a broader audience regardless of how or when they shop."

Cecilia Flores Paez, Head of Marketing for North America, T&G Global

"More and more consumers are falling in love with our premium Envy™ apples since we expanded distribution nationwide. Envy's reputation for quality and taste continues to build through strong marketing support, promotions, as well as carefully selected partnerships showcasing the apple's versatility and amazing eating experience. This activity continues to drive consumer demand and repeat purchases, building significant brand momentum. All our efforts are focused on stimulating sales and inviting shoppers to discover, try, and then come back for more! Our organic Envy apple provides an additional growth opportunity for retailers because it attracts shoppers who are willing to spend more and buy more often when they shop for Envy; bringing the most value to retailers—both from the category and the total trip."





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RAINIER FRUIT COMPANY **INDUSTRY SPOTLIGHT**

SWEET AS HONEY

t's difficult to overstate Honeycrisp's significance—its impact on apple consumption and the produce category alike. The name evokes a honey-like sweetness and airy texture which perfectly describes this apple developed by the University of Minnesota in the 1970s. Officially released in 1991, Honeycrisp has since cemented itself as the No. 1 apple in United States sales dollars (according to NielsenIQ retail scan data) thanks to a cult following of passionate fans. But what exactly made the rise of "Honey" so remarkable?



A FORMIDABLE CHALLENGE

Rainier Fruit Company's history with Honeycrisp began in the mid-'90s, when the Zirkle family planted some of the first trees in Washington State. Anyone familiar with growing the variety knows how difficult it is to handle the many quirks that come with an apple bred to be tasty but not easy to grow or store. It took years of trial and error to tame the rambunctious Honey and its tendency to grow giant, ugly, lowcolor fruit. What fueled this space race was the belief that perfecting the variety could help reinvigorate the apple category and spark a revolution toward items pulled off the shelves, not pushed.



MEETING DEMAND

The memory of that first bite of a Honeycrisp is an unforgettable experience for many an apple aficionado. Before long, as consumers discovered the variety's unique tangy-sweet juiciness, demand soared and quickly outstripped supply. The next challenge was cracking the longterm storage code to meet yearround demand—especially difficult for organically grown fruit. After years of tinkering, Rainier Fruit Company successfully shipped 100 percent domestically grown Honeycrisp year-round in 2015 and organic Honeycrisp in 2019.



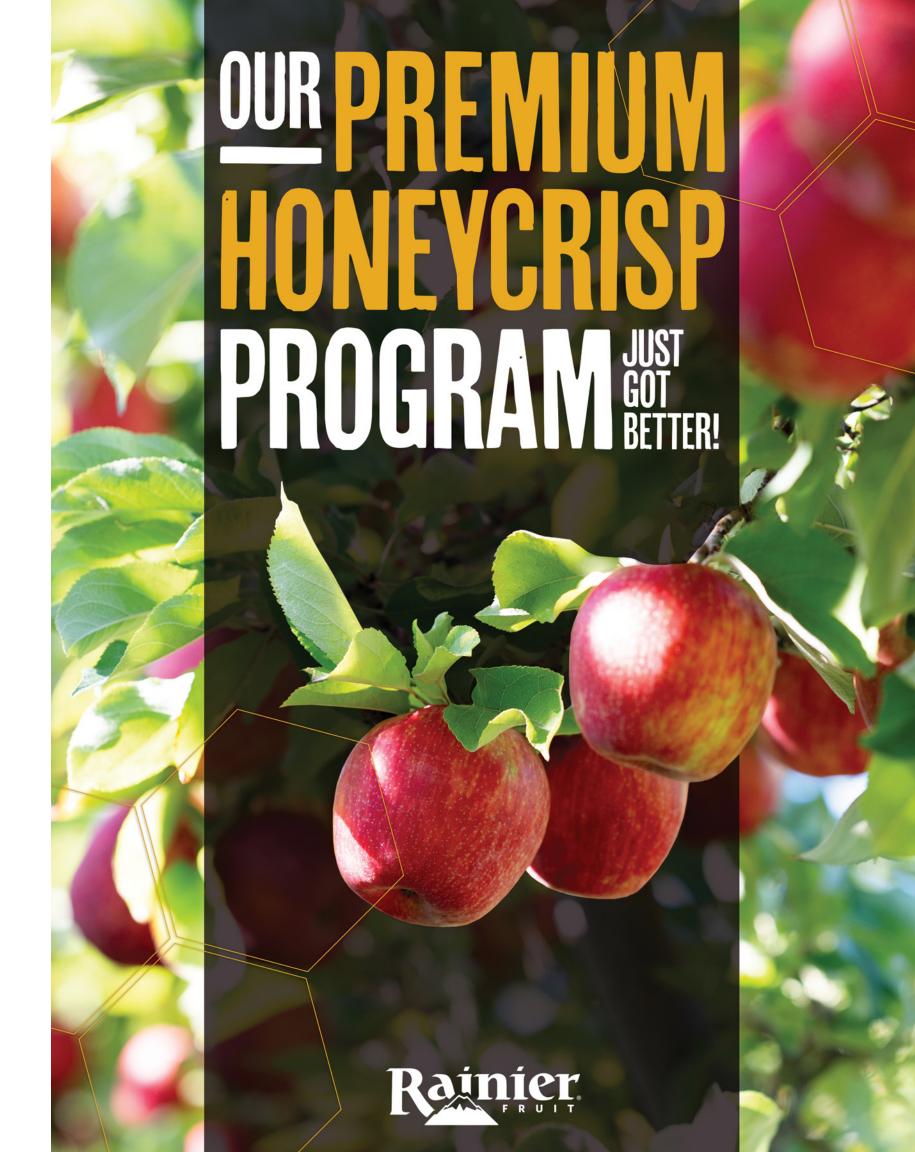
CREAM OF THE CROP

Despite the challenges, Rainier Fruit Company knows all the effort is worth it to provide a product that increases fruit consumption by meeting consumer needs and preferences for sweet, crunchy apples. The company believes in the power of premium Honeycrisp to trade up purchases and boost the repeat rate, especially when displayed with an eye-catching box ready to stack easily into promotional displays. Looking toward the future, Rainier will continue sharpening its Honeycrisp program through refreshed orchard plantings, tight standards, and new partnerships to ensure a constant supply of premium fruit.



RAINIER FRUIT COMPANY INDUSTRY SPOTLIGHT

represents individuals, products, and ideas making a positive impact in the community through their work, volunteer efforts, sustainability, or health and wellness initiatives.



WTF DOIDOWITH { what the fork }

Starr Ranch Growers JUICI® Apples



APPLE PIE OVERNIGHT OATS

INGREDIENTS

APPLE PIE TOPPING:

1 Starr Ranch Growers JUICI® Apple, diced

1 tsp cornstarch

1 cup apple cider

Sprinkle of cinnamon

OVERNIGHT OATS: 1/2 cup rolled oats **2 tbsp** chia seeds

1 cup almond milk 1 tbsp honey

Sprinkle of cinnamon

Cinnamon sugar, to taste

Prep Time: 5 mins Cook Time: 5 mins Wait Time: Overnight Servings: 1 jar

DIRECTIONS

- Add apple pie topping ingredients to sauce pot. Heat on stovetop until soft and simmering.
- Combine ingredients for overnight oats separately and add to jar. Top oat base with apple pie topping, either hot or cold, and mix as necessary.
- Top with cinnamon sugar and enjoy!





To learn more about Starr Ranch Growers, visit www.starranch.com





"The family is only part of the whole equation of Sambrailo Packaging; our team who provides the service to our customers is what makes us so valuable."

- Mark Sambrailo

831-724-7581

sales@sambrailo.com sambrailo.com

Photo: The team of Chas Sambrailo Paper Company at our original shed in Watsonville, CA (1980)



INGREDIENTS

ARTICHOKES

2 lbs Ocean Mist Farms Baby Artichokes, rinsed and trimmed

1/2 cup red wine vinegar

1/4 cup olive oil

1/2 **tsp** salt 1/4 tsp dried oregano RISOTTO

4½ cups chicken broth 1 cup yellow onion **3 tbsp** olive oil

8 oz Arborio rice

1 bay leaf

Salt and pepper, to taste

FOR ASSEMBLY **6 thick** slices of Baker's Bacon, diced

2-3 cloves garlic, minced or crushed

2 cups chicken broth 1 cup Parmesan cheese,

grated Fresh parsley, for garnish

Prep Time: 10 mins Cook Time: 40 mins Servings: 4



Produce Association's Foodservice Conference

To learn more about Ocean Mist Farms, visit www.oceanmist.com

DIRECTIONS

leaves, crushed

- Start with prepared baby artichokes (any size artichokes may be used though). Leave baby artichoke whole, if small, or cut into halves or quarters.
- In large saucepan, over medium heat, bring vinegar, olive oil, salt, and oregano to a simmer. Add prepared artichokes. Cover and simmer until tender (about 10-15 minutes). Drain well and set aside.
- In small saucepan, heat chicken broth until simmering; keep hot. Heat olive oil
- in a large saucepan over mediumhigh heat. Add onion and cook until translucent (about 3 minutes). Add rice, cooking and stirring until all the rice is coated with oil and begins to turn golden (about 5 minutes).
- Add ½ cup of hot broth and bay leaf. Continue to cook and stir until rice absorbs the broth. Continue to add broth, ½ cup at a time, cooking and stirring until each addition is absorbed. Set aside.
- 5 In large skillet, over medium-high heat, cook bacon until crisp. Drain off all but 2 tbsp of the drippings. Add garlic and drained artichokes. Cook and stir until artichokes begin to brown.
- Stir in the cooked rice, then the 2 cups chicken broth. Bring to a boil and simmer until rice absorbs the broth. Stir in Parmesan cheese and sprinkle with parsley. Enjoy!

▶ MY FAVORITE THINGS ◄

MAYDA SOTOMAYOR-KIRK

Chief Executive Officer, Greenyard USA/Seald Sweet

With Chandler James

A citrus queen. A supply chain maven. An industry icon. What more could be said about Mayda Sotomayor-Kirk? Her abilities as the Chief Executive Officer of Seald Sweet abound, and these are just a few of the impressive titles one might refer to her with. When we asked Mayda for nine of her favorite things, we became even more enthralled with the mind of this fresh produce great...





- 1 The Produce Industry
- 2 Mom's Cuban Flan
- **3** Boating

- 4 Job Title
- **5** The Beach
- 6 Mandarins

- **7** South Africa
- 8 Zury
- 9 Friends and Family

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Boost Life and Career Success

Unveiling the Secrets of High EQ Professionals

By Editorial Contributor Rex Lawrence, Founder and President, Joe Produce SearchsM



n today's fast-paced, interconnected business—further complicated by personal landscapes—technical skills alone no longer guarantee success. The ability to understand, manage emotions, and get along with people, known as Emotional Intelligence (EQ), is a crucial factor in determining how well we navigate challenges, build relationships, and communicate effectively. Fortunately, EQ is a skill that can be developed.

What about IQ? Of course, that is important. Many of the impressive people we meet have EQ, IQ, education, experience, and confidence.

I think of the five skills of baseball: running, fielding, throwing, hitting, and hitting for power. If you're great at all five and have the consistency and stats over the course of a long career, you have a great chance at being inducted into the Baseball Hall of Fame.

If the hall of fame is not your goal, what is your desired end result(s)? The value in this question is that it causes you to look down the road at your values, what you want, and how you want to be perceived.

How can we improve our EQ and our ability to connect and get along with others, while achieving our desired end results? How do those with high EQ behave daily? Let's explore their habits.

Top Habits of High EQ Professionals:

- **1.** Open-Mindedness: They approach new ideas and opinions with curiosity, demonstrating flexibility and a willingness to learn from others.
- 2. Adaptability: They navigate change with grace, adjusting their mindset and strategies as circumstances evolve.
- 3. Self-Regulation: They effectively manage their impulses, avoid knee-jerk reactions, and make decisions based on reason rather than emotion.
- 4. Empathetic Communication: They are skilled at understanding nonverbal cues, which helps them connect emotionally and respond appropriately.
- **5.** Conflict Resolution: They tackle conflicts with diplomacy and seek common ground, focusing on maintaining relationships rather than winning arguments.



- **6.** Effective Collaboration: They excel in team settings, valuing diverse perspectives and fostering an environment of trust and cooperation. They are genuinely interested in other people and their thoughts and feelings.
- 7. Authentic Leadership: They lead by example, displaying vulnerability and humility, which encourages others to be open and authentic
- 8. Cultivating Relationships: They invest time and effort into building meaningful relationships, recognizing that strong connections contribute to personal and professional growth.
- **9.** Self-Awareness: They know their own strengths and limitations and surround themselves with people who complement both.

People can elevate their EQ through a combination of understanding their values; desired end result for their careers and how people perceive them; daily practices; and overarching habits that emphasize self-awareness, empathy, and effective communication. There are some simple ways to work these skills into your daily routine.

The Daily Routine for Elevating EO:

- 1. Self-Reflection and Awareness: Begin your day by spending a few minutes reflecting on your emotions and acknowledging your feelings. Recognize your strengths and areas where you can improve emotional selfawareness. This practice sets the foundation.
- **2.** Active Listening: Throughout the day, make a conscious effort to listen actively and attentively when engaging in conversations. This demonstrates empathy and genuine interest in others' perspectives, fostering better understanding and rapport.
- 3. Mindful Responses: Before reacting to a situation, take a moment to pause and consider your emotions. Mindful responses allow you to choose your reactions

thoughtfully, reducing the chances of impulsive or emotionally charged behavior. Listen. Breathe. Think. Reply.

VOICES OF THE INDUSTRY

- 4. Empathy Exercises: Regularly put yourself in others' shoes to understand their emotions and viewpoints. This exercise enhances your ability to relate to different perspectives and strengthens your empathetic connections.
- **5.** Conflict Management: Embrace conflicts as opportunities for growth. When conflicts arise, approach them with a solution-oriented mindset, focusing on effective communication and collaboration rather than blame.



- **6.** Constructive Feedback: Provide feedback that is specific, balanced, and respectful. Practice delivering feedback in a way that acknowledges emotions while focusing on areas of improvement.
- 7. Stress Management: Engage in stressreducing activities such as exercise, deep breathing, or meditation. Managing your own stress levels enables you to stay composed and respond rationally in challenging situations.
- **8.** Gratitude Journaling: End your day by jotting down a few things you're grateful for. Cultivating gratitude fosters positive emotions and enhances your ability to recognize and appreciate the strengths of others.

These practices enhance relationships and interactions, as well as contribute significantly to long-term career success. And, I daresay, life success and happiness. 6

Joe Pro Resumes™ is a professional resume writing service. Our approach to resumes is based on decades of studying the resume audience and how best to communicate throughout the review and decision sequence. We have written hundreds of resumes for professionals in the produce business



in addition to various related sectors. We begin JoeProResumes.com with the end in mind.

Joe Produce SearchsM is the Executive Search division of Joe Produce. Placements range from C-level to sales and middle management throughout North America, covering a wide range of businesses and departments. Share your needs and objectives, and we'll share our process and solution.





Rex Lawrence. Founder and President. Joe Produce Search^{s™}

Red Sun Farms[™] DOIDO WITH Tomatoes & Peppers ? { what the fork }



INGREDIENTS

PIE FILLING

- 2 Red Sun Farms[™] Roma Tomatoes, flesh removed, diced small
- 1 Red Sun Farms Red Pepper, diced small
- 1 Red Sun Farms Yellow Pepper, diced small
- 1 Red Sun Farms Orange Pepper, diced small
- **2 whole** sweet potatoes
- 3/4 cup Panko bread crumbs
- ¹/₂ **cup** Parmesan cheese, grated
- 1/4 tsp nutmeg
- Salt and pepper
- ½ **cup** chopped pecans or walnuts (optional)

Prep Time: 20 mins Cook Time: 1 hr 30 mins Servings: 1 pie

DIRECTIONS

- Bake sweet potato for 45-60 minutes. Scoop out the cooked sweet potato flesh and place it in a mixing bowl. Use a fork to mix and combine until it becomes smooth and well-combined.
- Add the diced Roma tomatoes and peppers to the sweet potato mixture. Sprinkle with salt, pepper, and nutmeg. Gently mix everything together.
- Fold in 1/4 cup of Panko bread crumbs and 1/4 cup of grated Parmesan cheese into the mixture. If desired, add the chopped pecans or walnuts for added texture and flavor.
- Preheat oven to 350° F. Grease a cast iron skillet or an ovenproof dish. Transfer the mixture to the greased dish, shaping it evenly.
- Sprinkle the remaining panko bread crumbs and grated cheese on top of the dish. This will help create a crust.
- Sake for 20–30 minutes, or until a crust has formed on top. Remove from oven, let cool, and enjoy!

To learn more about Red Sun Farms[™], visit www.redsunfarms.com





AIIII GOLDING seasons

@delreyavocadoco





delreyavocado.com





► MY FAVORITE THINGS ◄

JERI ELSASSER

Creative Director, Trinity Fruit Company

With Jenna Plasterer

When it comes to Jeri Elsasser, the E in her last name stands for eager, enthusiastic, and exciting, because she is all those things and more. Behind her bright, happy smile is a woman with an extremely fun—and admittedly unexpected—range of interests, from Colorado Avalanche hockey to fantasy football and kickboxing. To put it simply, she is incredibly cool. Check out the rest of her favorite things below to see what else fuels her love of life...





1 Family

2 Hockey

3 Video Games

4 Fantasy Football

5 Concerts

6 Kickboxing

7 Disneyland

8 Live Sporting Events

9 The Beach

Take Me Home for the Holidays.





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TRUE TO TASTE A Place for Health Produce Pulse By Jordan Okumura-Wright **80** / NOV 2023

Eat the rainbow. (But, first, move over Skittles®.)

I initially came across this concept while I was pregnant with my daughter, Niko Blue. While I had associated certain aspects of nutrition with specifically colored fruits, I had not yet distinctly shopped by color before.

This shift in thinking, about what I was choosing to put in my body, reinvigorated the activity of playing with my food. And in so many ways, food should be aligned with play. Tasting orange, chewing on red, digesting purple, taking in the aroma of blue beautiful synesthesia. These ingredients began to come to life in a new way for me. And I immediately thought of how much fun this concept would be for children as well. Enticing little ones (and adults) by building a shopping list based on colors.

Red: Rich in the carotenoid lycopene, a potent scavenger of Provide betagene-damaging free radicals that seems to protect against prostate cancer as well as heart and lung disease

Found in:

strawberries, cranberries. raspberries, tomatoes, cherries, apples, beets, watermelon, red grapes, red peppers, red onions

Orange and yellow:

cryptoxanthin, which supports intracellular communication and may help prevent heart disease

Gound in: carrots, sweet potatoes, yellow peppers, oranges, bananas, pineapple, tangerines, alfalfa sprouts, kale, mangos, pumpkins, apricots, winter squash (Butternut and Acorn), peaches, cantaloupe, corn

Green: These foods are rich in cancer-Have powerful

blocking chemicals like sulforaphane, isothiocyanates, and indoles, which inhibit the action of carcinogens (cancercausing compounds)

Found in: spinach, avocados, asparagus, artichokes, broccoli, cabbage, Brussels sprouts, kiwifruit, collard greens, green tea, green herbs (mint, rosemary, sage, thyme, and basil)

What shade of purple would you like to eat today, love?

Sweet potato?

You got it.

While we already know that fresh produce has healthy and nutritious advantages on its side, I keep imagining how much more fun it would be at retail to shop by color-promote both color breaks but also color blocks. Signage with the nutritional benefits of each color. Make the produce department a place of both health and play.

Picturing the opportunities yet? Here are some ideas. According to Harvard Health, here's what shopping color can look like:

Blue and purple:

antioxidants called anthocyanins believed to delay cellular aging and help the heart by blocking the formation of blood clots

Found in:

blueberries, blackberries, elderberries. Concord grapes, raisins, eggplant, plums, figs, prunes, lavender, purple cabbage

brown: The onion family contains allicin, which has anti-tumor properties. Other foods in this group contain antioxidant flavonoids like quercetin and kaempferol

Whiteand

Gound in: onions, cauliflower, garlic, leeks, parsnips, Daikon radish, mushrooms

So, let's enjoy the flavors of fresh produce we love so much, and let color be a playful advantage to selling it. §

SOURCE





INGREDIENTS

- 1 package SUNSET® Campari® Tomatoes, sliced
- 2 lbs pizza dough (for two pizzas)
- 1 tbsp cornmeal
- **1 cup** strained tomato sauce
- 1 small garlic clove, grated
- 1/4 tsp sugar
- 2 tbsp olive oil
- 1/2 cup Parmesan cheese
- 1 tbsp dried oregano 1 ball of mozzarella, sliced
- 1/2 cup fresh basil, roughly chopped
- Salt, to taste
- Pepper, to taste
- Flour, to stretch the dough

Prep Time: 15 mins Cook Time: 30 mins

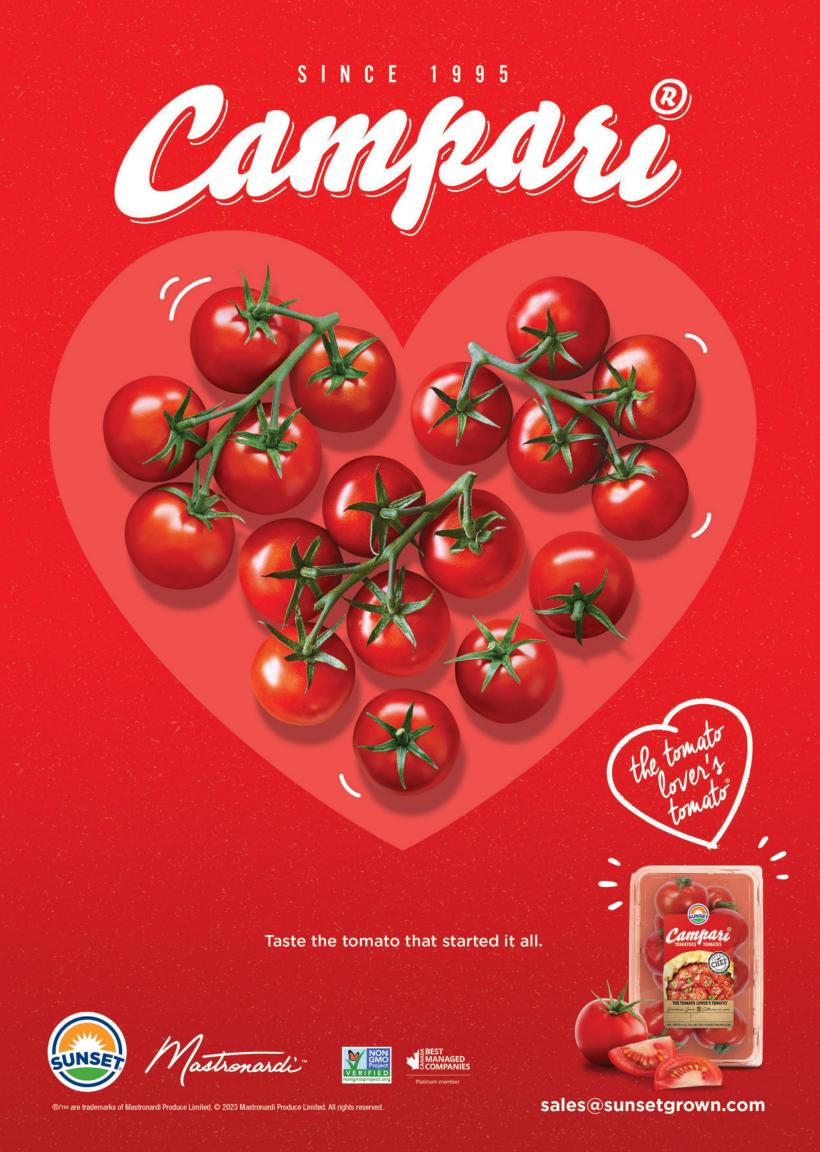
Servings: 4

DIRECTIONS

- Preheat oven to 500° F. Set an oven rack in the middle position. Dust a baking sheet with half of the cornmeal.
- In a bowl, stir together strained tomatoes, garlic, sugar, oil, salt, and pepper. Set aside.
- S On a lightly floured surface, stretch and press half the dough into a 12" round shape. Gently transfer dough to the cornmeal baking sheet, reshaping if needed.
- \triangle Spread half of the sauce on the dough, leaving a $\frac{1}{2}$ " border around the edges.
- Sprinkle with half of the Parmesan cheese, oregano, and half of the mozzarella.
- Bake for 6 minutes. Rotate the pan and check the bottom of the crust for doneness. Bake for about another 6 minutes or until the bottom crust is golden.
- Remove from the oven and place half of the sliced Campari tomatoes on top. Garnish with half of the basil. Slice and serve warm.
- Repeat with remaining pizza dough and ingredients. Enjoy!

To learn more about Mastronardi Produce®/SUNSET®, visit www.sunsetgrown.com





A Closer Look at Bard Valley Natural Delights® Medjool Date Strips With Tajín®

UP CLOSE

By Anne Allen

' hen I first sprinkled Tajín® on a slice of mango, how could I resist putting this on every piece of fruit I encountered? And why was I not finding more options like this at the grocery store?

It seems Bard Valley Natural Delights® heard my woeful pleas and took to creating a powerhouse of flavor. Partnering with Tajín itself, the date provider brought Medjool Date Strips to the market.

Available in a variety of formats such as 6 oz pouches or 10 oz tubs, the packaging brilliantly highlights the flavors found within. The green and red stripes that frame the tub speak to the bright bite of lime and the gentle heat of chili. The image of the product sits in the center, drawing in shoppers like a siren draws a sailor.

The ease in which you could merchandise this product is astonishing, given that marketing fresh produce alongside Tajín is already proven to boost produce sales. Bard Valley makes it even easier with arresting merchandising displays and point-of-sale (POS) materials.

Ready to alter the lives of your shoppers?

Raised on Sunshine®





If you need more ingredients, grab a second one.



Giumarra Companies Lemonade™ Apples ? { what the fork }



INGREDIENTS

- **2** Lemonade[™]Apples, cut into small chunks
- 1 cup water
- 1 cup Medjool dates, pitted
- 1 tbsp fresh ginger, grated
- **2 tbsp** crystallized ginger, finely chopped (plus extra to serve)
- 1 tsp baking soda
- 1 cup unsalted butter, at room temperature

- 1/2 cup white sugar 3/4 cup brown sugar
- **1** egg 1 tsp vanilla extract
- 11/4 cups all-purpose flour 1 tsp ground ginger
- 1 tsp cinnamon
- 1 tsp baking powder 1/2 **tsp** salt
- **16 oz** cream cheese frosting, store-bought or homemade
 - **Dried Lemonade Apples** (optional, to decorate)

Prep Time: 30 mins **Cook Time:** 45–50 mins **Servings:** 10–14 slices

lemonade apples **Giumarra**



To learn more about Lemonade™ apples, visit www.lemonadeapples.com

DIRECTIONS

- Preheat the oven to 350° F. Grease and line an 8" round cake pan.
- In a small pot over medium heat, add the water, dates, fresh ginger, and crystallized ginger. Bring to a boil and add in the baking soda. Turn off heat and set aside. Using a fork, mix and mash the dates until you have a slightly chunky paste.
- Meanwhile, cream the butter and both sugars for about 5 minutes. Add in the egg and vanilla extract. Mix to fully combine. Add the date paste to the creamed mixture and stir until combined. Add the flour, ground ginger, cinnamon, baking powder, and salt and fold until just combined. Add the apple chunks and gently fold through.
- Pour mixture into the cake pan and bake for 45–50 minutes, or until a skewer inserted comes out clean with no raw
- Let the cake cool completely and frost the top of the cake. Decorate with dried apple and finely chopped crystallized ginger, if desired. Enjoy!

A Closer Look at Giumarra Companies **Bright Bites™ Mandarins**



By Anne Allen

n order to stand out in the Mandarin category, you need a product that will offer both quality and high brand visibility. Bright Bites™ from Giumarra Companies does both.

The winter season is a key timeframe to promote domestic citrus, and with the help of Bright Bites, retailers will have a chance to capitalize on increasing shopper demand. The mesh bag cradles the Mandarins, and the logo—with its contrasting white brand name and orange and blue tones—draws the consumer eye.

Promoting citrus at the store level is a central tenet of Giumarra's mission to benefit its retail partners. Its Mandarin program can be custom-packed into the Bright Bites bags. Tailored in-store promotions and, dare I say, zestful point-of-sale materials further the dynamism of the program.

As a healthy offering during the winter holidays, Bright Bites Mandarins are more than just visually stunning. They're a way to drive the entire category forward.





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Libations FOR ALL OCCASIONS:

CARROT WHISKEY WINTER SOUR



By Anne Allen

Photography by Reid Monsma

he first time I had this whiskey cocktail I was at a Sacramento, California, staple, The Snug. This bar has inventive cocktails that tease the palate and the mind, putting forth combinations you tell yourself would never work. Carrots and whiskey? How could the vegetal flavors mix with the heady burn of the liquor?

But mix well they do! My version, the Carrot Whiskey Winter Sour, is as close to the one I sipped on in The Snug so many years ago. Roasting the carrots brings out a smoky sweetness that complements the heat of the whiskey. Wintry spices like cinnamon and nutmeg drive warmth while the fresh lemon juice offers a refreshing zing.

It's the sort of drink that brings to mind the inventiveness of the 21st century mixed with the nostalgia of the '70s. Its vivid orange hue and cozy spice make me want to lounge on a shag carpet, a crackling fire illuminating the scene while snow swirls outside.

In order to capitalize on this in the produce aisle, you might need to coax shoppers into associating it with another vegetable-forward cocktail: the Bloody Mary. Once the familiar is established, folks will be more inclined to try the Carrot Whiskey Winter Sour.

Cheers to warming the soul, embracing the fresh, and, as always, keeping it classy. §

INGREDIENTS

1½ oz Japanese whiskey (my preferred is Suntory Toki)

- 1½ oz spiced carrot purée (recipe below)
- 4 carrots
- 1 tsp fennel seeds, crushed
- 1 tsp cinnamon 1 tbsp olive oil
- 3/4 oz fresh lemon juice

½ oz orgeat syrup

2 dashes Angostura bitters Whole nutmeg, for garnish Optional: dried lemon wheel, for garnish

Time: 30 mins Servings: 1

DIRECTIONS

- 1. For the carrot purée: On a sheet pan, spread out carrots and lightly spray with olive oil. Roast in the oven until tender, about 20 minutes. Remove and allow to cool. Cut into ½" pieces. In a food processor or blender, combine roasted carrots with cinnamon, fennel seeds, lemon juice, and orgeat syrup. Blend until smooth. Add 2 tbsp of water if needed; consistency should be wet, but not exceptionally runny. Keep refrigerated for up to a week.
- 2. For the Carrot Winter Sour: In a cocktail shaker, combine carrot purée, whiskey of choice, and bitters. Fill with ice. Shake vigorously and strain into a cocktail glass. Grate a little fresh nutmeg over top. Garnish with dried lemon wheel if preferred. Enjoy!





INGREDIENTS

2 cups Jasmine Vineyards Sweet Celebration Table Grapes, halved Pastry dough

1 cup whole blanched almonds, toasted and cooled completely

½ cup sugar, divided

1/4 cup all-purpose flour

1/8 **tsp** salt

3/4 stick unsalted butter, softened

2 large eggs

1 tsp pure vanilla extract

1/2 **tsp** pure almond extract

1/3 cup sliced almonds (preferably with skin) Confectioners sugar, for dusting

Prep Time: 1 hr Cook Time: 1 hr 15 mins Servings: 8



To learn more about Jasmine Vineyards, visit www.jasminevineyards.com

DIRECTIONS

- Roll out dough on a lightly floured surface with a lightly floured rolling pin into a 12" x 10" rectangle. Fit dough into a tart pan, letting excess hang over the edge.
- Fold overhang inward and press against the side of the pan to reinforce the edge. Lightly prick the bottom all over with a fork. Chill until firm, about 30 minutes (or freeze 10 minutes).
- Preheat the oven to 375° F with a rack in the middle. Line the shell with foil and fill with pie weights. Bake until sides are set and edges are pale golden, 20-25 minutes.
- Carefully remove foil and weights and bake shell until deep golden all over, 15-20 minutes more. Cool completely. Leave the oven on.
- Pulse whole almonds with 1/4 cup sugar in a food processor until finely ground. Add flour and salt and pulse to combine.
- Beat together butter and remaining 1/4 cup sugar with an electric mixer until pale and fluffy. Add eggs one at a time, beating well after each addition, then beat in extracts.
- With a mixer at low speed, stir in almond mixture until just combined.
- Spread filling evenly in the tart shell and scatter grapes over it, lightly pressing them in. Sprinkle sliced almonds around grapes and bake until filling is puffed and golden brown, about 35-40 minutes.
- While still hot, dust tart with confectioners sugar, then cool completely. Enjoy!





INGREDIENTS

- 1 cup Shuman Farms Sweet Onion, diced
- 5 fresh jalapeños, chopped (remove seeds for less heat)

8 oz breakfast sausage

1 cup pepper jack cheese, shredded 1 cup Cheddar cheese, shredded

8 oz cream cheese, softened

3/4 cup Parmesan cheese, shredded

1 cup sour cream

1/4 cup Panko bread crumbs for topping

Prep Time: 15 mins Cook Time: 25 mins Servings: 10-12



DIRECTIONS

- Preheat oven to 375° F.
- Spray a cast iron pan (or one that can go into the oven) with olive oil spray. You can also use ½ tbsp of olive oil instead.
- Heat pan over medium heat. Add diced onions and cook for 1-2 minutes. Add diced jalapeños and cook for another 2–3 minutes. Add sausage, cooking until brown throughout. Add pepper jack and Cheddar cheeses. Stir. Mix in cream cheese before adding Parmesan cheese. Stir. Add sour cream and mix well.
- Place in the oven and bake for 15 minutes.
- Scarefully remove from oven. Sprinkle on Panko bread crumbs if desired.
- Place back in oven for an additional 5 minutes or until breadcrumbs are golden brown.
- Serve with your favorite crackers, tortillas chips, or fresh veggies for dipping. Enjoy!

To learn more about Shuman Farms. visit www.shumanfarmsga.com





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