

Bite-Size Info for the Produce Industry

# the SNACK

ISSUE 13 OCTOBER 2015

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CENTER STAGE  
W/ HUGH ACHESON

This Southern chef is helping to move produce to the center of the plate, while educating the next generation of consumers on how to take advantage of it all...



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GREENS BECAME  
SUPER GREENS

Back before "Super Greens" was a coined term, before the ANDI scale carried the force that it is known for today, there was San Miguel Produce. Get the scoop from the COO herself...

**NATUREFRESH**

THE ACCIDENTAL  
FARMER

From technology and innovation, to mobile greenhouse education, how is Founder and President Peter Quiring continuing to cultivate the NatureFresh brand and vision?

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WATCH THE FILM

Tim York, President of Markon, shares the seven reasons why your employees should watch this Frieda Caplan documentary...

**28 MY FAVORITE THINGS**  
HILLARY FEMAL, IFCO

The Vice President of Global Marketing for IFCO has a passion that ranges from her New Orleans' Saints to kale and fresh-cut fruit. Find out more about this emerging leader inside...



Tim York, President  
of Markon

# FEAR NO FRUIT

(THE FRIEDA CAPLAN DOCUMENTARY)

7

**F**rieda Caplan is the produce industry's female version of Steve Jobs: visionary, industry-changing, and pioneering. Her life is a lesson in not allowing the status quo calculate how you fit in. Frieda's leadership was a calculation of how she was going to change the status quo, so that it fit her.

I worked with Frieda back in the 70's and there wasn't anyone doing specialties like she was. She created The Hot Sheet, which came in the mail every week and was a guide to pricing and availability of specialty items. Her packaging and stickers taught us how to use items like spaghetti squash and sunchoke.

Frieda's life is a lesson in perseverance and chutzpah, and I admire her tremendously. The lessons of industry pioneers like Frieda must not be lost for the next generation of leaders, and that is why this film is a must-see." -Tim York

1

## The importance of learning your roots...

Did you know that back in the 1960s, there were only about 60 fresh items in the average produce department? Specialty produce wasn't even a thing then. Today, there are more than 600 fresh items on average. Frieda was a trailblazer on this front—she and her company helped introduce more than 200 items to the marketplace over the years. You can get an idea when you watch the long list of items roll past right before the end credits.

2

## Never see obstacles...

### Learn that roadblocks can be opportunities

Back in the day, one of Frieda's clients had a problem with sunchoke. They were being confused with ginger root. So what did she do? A pioneering act. Frieda put the sunchoke in a package, and added a recipe and a note for the consumer. This seems so simple and obvious, but back then, the produce industry didn't have much in the way of packaging for produce.

3

## Specialty produce...

It has been a growing game, especially with the pioneering efforts of Frieda. Not only has specialty produce been incorporated into many foodservice menus and culinary creations, but they have also helped to dictate trends and inspire new cuisine.

4

## This isn't just a job...

To survive in this industry and to truly thrive both professionally and personally, you need to be honest with yourself right off the bat. Is this a job or is this your passion? For Frieda, this is her passion, this is her life, this is her hobby, and, luckily, this just happens to be her profession.

# 5

## Food industry issues.

### Past, present, and future....

I don't think you need stats to know that, for a long time, this has been a male-dominated industry. The role of women in commerce was a challenge early on and still proves to be a topic of conversation today. But that isn't all that this film addresses. The California drought, childhood obesity, food safety, evolving shopping habits and consumer palates, and the role of the family, are always top of mind.

“ My late mother always said my greatest strength was due to my optimistic and positive view of things. She passed on her guiding principles and today I wish to share them with you. Never badmouth others. Always listen to the whole story. Be a voice in your community. With my mom in mind, the most important lesson I can leave you with today is to be politically active. Vote. Speak up. Whether it's about gun control, fracking, the Dream Act, or GMOs, don't sit silently by. Be a part of the action and help make the world a better place. ”

Frieda Caplan, President &  
CEO of Frieda's

# 6

## Never judge a fruit by its cover...

The Chinese Gooseberry was brown, fuzzy, and ugly. Nobody even knew what this fruit was in the early 1960s. Frieda took a chance and bought the whole crop. After all, 90 years had passed since Americans had met their last new fruit—the banana—in 1870. So when Frieda introduced Chinese Gooseberries (aka Kiwifruit) in 1962, people told her she was crazy, but that didn't stop her. It took her four months to sell the first 240 cases of kiwifruit in 1962. Fast forward to 2013, where more than 62 million pounds of Kiwifruit were sold in the United States.

“ She's had a major impact on a lot of students that have gone through [Cal Poly]. She's had a lot of impact on the agricultural community of California because of her ability to take new products and new unique items to market. It's helped farmers who otherwise might not have been able to be in existence today... realize their dream. ”

Rick Antle, CEO of Tanimura &  
Antle, Cal Poly SLO Alum

# 7

## Learn that the produce industry is a family industry...

Get to know the Caplan family and how two sisters can work so well together. Add to that mix a cool millennial granddaughter who now works for the company and a proud grandma, and you've got a recipe for family business success—Frieda's Inc.!

“ She is a great role model for women and men... She could talk me into stocking product that I never would have thought of stocking. She would include in the boxes recipe pads and information sheets, things that no one else was doing. In the old days, you had one or two different carrots. Today, you may see 15 to 18 different carrots. We used to have two to three different kinds of tomatoes. If you look [now] you may have 18-20 different kinds of tomatoes in one department. ”

Dick Spezzano, President,  
Spezzano Consulting



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THE

# ACCIDENTAL FARMER

BY CHRISTOFER OBERST



**S**omeone once said, "Necessity is the mother of invention."

Before Peter Quiring, Founder and President of NatureFresh™ Farms, found himself in the midst of overseeing one of North America's largest greenhouse bell pepper operations, he was just a young man pursuing a dream in mechanical engineering. Little did he know that dream would soon evolve into the multi-million dollar venture NatureFresh is today.

"That's because, in part, I had no other choice," Peter laughs.

Armed with his engineering knowledge and the resources to bring greenhouses to the modern age, Peter saw fit to start his own company called South Essex Fabricating (SEF), located in

Leamington, Ontario, in 1994. As the forerunner to NatureFresh, SEF was established to drive innovation in Canada's high-tech commercial greenhouse industry, providing growers with structures, heating systems, and logistics.

"I never wanted to get into the marketing side of this business," Peter tells me. "Originally, I wanted to build a state-of-the-art greenhouse operation and sell it, but that didn't work out. So we kept building greenhouses and I ended up falling in love with the business. It was fun and we were hiring young talented people, but we never wanted to do the marketing. That became a necessity as the company continued to grow."

Soon, a dedicated Sales & Marketing team was born.

Thus began the story of the accidental farmer, one whose predilection and passion for automation and agriculture came together to build a company driven by advancements in technology, product innovation, and continued investing in its employees to grow the future.

# GROW SMARTER, NOT HARDER

NatureFresh has been, and continues to be, one of the companies at the forefront of the greenhouse technological revolution. SEF was just the beginning. It helped to bring leading-edge ideas like thermal storage, CO<sub>2</sub> capture, biomass heating, water recycling technology, and the latest in greenhouse innovations, such as diffused glass, into the industry sixteen years ago. Peter is continuing that legacy with NatureFresh.

Now, the company boasts 100 percent zero nutrient water discharge into the environment and is just starting to install commercial dehumidification systems in greenhouses after experimenting with it for the past four years. NatureFresh also became one of the first successful businesses to grow peppers under lights, and will continue to do so this coming winter season.

The results are speaking for themselves.

"What keeps us competitive is our core knowledge of the industry and hands-on experience; we are constantly innovating to differentiate and grow our business. Otherwise, we're out of business," Peter tells me. "A big part of our success is that we're early adopters of new technology. It's helped us stay in business when times are tough. Not only do we continue to adopt new technology and help develop them ourselves, but we're obviously a significant farming operation as well."

Since its foundation, the vertically-integrated corporation has built more than 1,500 acres of greenhouses for growers in North America and owns 130 acres in Ontario with an additional 30 to be added by next year. Today, the company offers a broad variety of greenhouse produce items, ranging from TOVs and beefsteak tomatoes, bell peppers, both organic and conventional, seedless cucumbers, and several types of specialty tomatoes.

"We have a stringent quality assurance program to ensure we are shipping the best product to all of our customers," Chris Veillon, NatureFresh's Director of Marketing, tells me. "Our customers have become accustomed to purchasing top quality NatureFresh Farms product from our retail partners, which has helped drive and maintain our significant growth."

With the arrival of the first tomato plants in NatureFresh's new Ohio greenhouse scheduled for later this fall of 2015, the company is reducing the need to source from other suppliers in other countries and regions.

"We believe in growing our own product to ensure the same quality that our customers have grown accustomed to and is proprietary to us," Chris continued. "That NatureFresh-branded product is going to be the same twelve months of the year. We're heading in a very positive direction with our expansion into Delta, Ohio."

A company of this scope is nothing without a robust merchandising initiative in place, and both Peter and Chris are quick to tell me that they still have some radical ideas brewing in the kitchen.

## HOW DO YOU LIKE YOUR TOMATO?

Take for example, NatureFresh's recently introduced TomBar™ at retail.

Designed by SEF, the TomBar™ gives consumers the opportunity to select the tomatoes they want from a bar similar to a traditional olive bar and place them in their own TomBox™.

"Consumers like the TomBar™ because it gives them the ability to choose what they want. More than anything though, there's a consistency to the product," Peter tells me.

With consumer attitudes trending towards accountability for what they put into their bodies, NatureFresh says progressive growers and retailers must be driven to be better communicators.

It's this educational philosophy that bridges the gaps between NatureFresh as a company, its employees, and the consumers.





## THE GROW-TO PEOPLE

Take a walk through the NatureFresh offices and farms and you will find that most of the employees are in their early 30s. That's not intentional either. Outside the front door, there's an old weathered sign, its faded letters bearing the brunt of the wind, which says, "Help Wanted." NatureFresh has always had an open door policy since day one way back in 1999, but Peter says it's not just a policy, it is everyday life.

"My favorite part is when I see the growth of our people from within," Peter tells me. "We don't have a lot of degrees floating around here, but that's okay with us. We're quite happy to educate and mentor people along the way. If they have a good attitude and the desire to learn and excel in their work, then we give them an opportunity to become a part of our team. Some evolve into positions as growers or supervisors, or a team manager. Many employees are learning different aspects of the business. That's unique in this day and age."

Peter's son, Matt, has been a key component of the company's sales team. Even at 26 years old, Matt is continuing to learn from senior management, including his father. John Ketler, Peter's son-in-law, heads the company's farming operations as General Manager and continues to be a key and integral part of the business as well.

"I am very proud of what Matt and John have accomplished to date," Peter says. "Their dedication to the business has helped our growth significantly. These guys always rise to the occasion; they are having a lot of fun!"

When you hear Peter speak about the company's culture, it's not top-down, but rather top-across. Across all departments of the company, the

respect among each employee is the same no matter the compensation differences.

Peter has even gone so far as to install an industrial kitchen in the company headquarters two years ago, featuring a full-fledged grill, ovens, a stove, and so much more—all restaurant-quality. Healthy, inexpensive meals utilizing NatureFresh products are catered on-site by professional chefs every day for up to 200 employees a day. The beauty of it all is once a recipe is approved, it makes its way into the company's recipe listings online.

The investment in employees and their education pays dividends every day. It's a huge part of what makes the company so successful. True satisfaction, however, comes from being able to make an impact for both retailers and consumers simultaneously.



From left to right:  
John Ketler, Peter Quiring, Matt Quiring



## EDUCATING THE FUTURE

"We have people come up to us and say, 'Nope, not interested. I only eat organic.' We have no problem with that, but let us tell you what conventional growing is to us. By the end of it, people almost always say, 'You converted me. I'll buy your product.' That's always exciting to see," Peter tells me.

Peter is referring to NatureFresh's mobile Greenhouse Education Center (GEC), which has made its premiere debut at retailers across North America. The GEC is designed to give consumers a first-hand, up-close, and personal experience with greenhouse vegetables. The 38-foot custom-built trailer contains six different cassettes that hold a variety of products, including three different colors of bell peppers, English cucumbers, cocktail tomatoes, and cherry tomatoes, as well as a live bumble bee eco-system that's a hit among kids.

"Almost everybody walks up to our GEC and says, 'Wow. That is so cool.' Adults and kids of all ages are walking up and pressing their face up against the glass," Chris says.

Knowledge is power. Once a consumer knows where a product is from and who the grower is, they will be more likely to pick up that specific product.

"When three of the biggest retailers in North America are asking you to be at their stores every weekend, you know you have an opportunity to educate their consumers and make a difference," Chris explains. "In a mere two minutes, you can shape a consumer's decision. If you can articulate to someone

the value of what they can purchase from a grower they know, you've created a customer for that day, that week, that month, or even that year."

With that level of engagement, you may have even found a customer for life.

Though Peter had initially thought he never wanted to get into the marketing side of the business, things are continuing to look bright for NatureFresh.

"From start to finish, everything we do is tied up in the food business, but we like to say we're in the health business," Peter tells me.

**“We’re growing the future of fresh by using innovation to maximize and optimize all we do, including the people.”**

From accidental farmer to overseer of one of the largest independent greenhouse produce growers in North America, Peter has shown time after time his level of dedication to the business and his employees. Though NatureFresh still operates like the small company it was sixteen years ago, its innovation and power to enlighten and inform is a force to be reckoned with. They are the grow-to people. 



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## CASE STUDY

# THE LONG TAIL

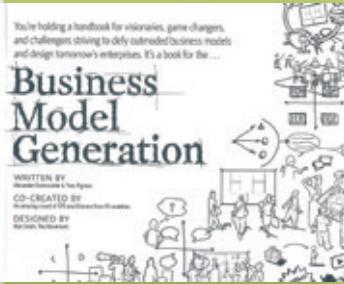
by Melissa De Leon

Graph of the new market according to the Long Tail theory.

- Items available at an average retailer & Amazon
- Items available only on Amazon

Head

**T**he niche area of sales is something of an art form in the produce industry. Think of how kale, imperfect produce, and superfoods have played the role of the unlikely champions in food trends.



*Business Model Generation*  
by Alexander Osterwalder &  
Yves Pigneur

The rise of these once underdogs is why understanding the Long Tail concept is hugely beneficial, especially for the specialty portion of the business.

Named by Editor of Wired Magazine and Author Chris Anderson, the Long Tail is emphasised as a strategy for leading business thinkers in *Business Model Generation*; the “handbook for visionaries, game changers, and

challengers.” In fact, for those interested in different businesses approaches, this is just a small sample of what is available when reading *Business Model Generation*.

## SO WHAT IS THE LONG TAIL?

It is a business strategy in which you sell a number of niche products at a low price and turn a high total profit because of either the popularity or “niche” of that item, as opposed to the more traditional selling method.

In the shortest of terms—less is more.

A popular way to bring this theory off the page and into dollar terms is the example of how Amazon has built a lot of its success. In recent memory, the company unveiled net sales much higher than anyone anticipated because it appears that its larger, louder investments haven’t panned out. Yet the smaller sales, those stashed treasures in Amazon’s warehouse that are bought quietly by average middle-class consumers sitting in their living rooms, have added up to a large enough number that the company was able to overtake Wal-Mart in stock value.

While Anderson’s main focus when identifying the Long Tail business concept is for media and Netflix, there is something to be gleaned for fresh produce as well.

An example that might bring this strategy closer to home is Frieda’s, Inc., in which Founder Frieda Caplan began in a produce industry that only had a handful of options to choose from. Selling items popular in other regions, such as mushrooms or certain fruits, even renaming items like the Kiwifruit, targeted a niche that was not previously cultivated. Now the documentary *Fear No Fruit* credits this

Tail

industry veteran with the pioneering of over 200 produce items available in the U.S. market today.

The super premium juice category has also been an evolving niche in recent years as companies look to find new secondary products to diversify their programs and utilize more of their harvested product. This has allowed companies like Grimmway, Del Monte Fresh, or Cuties to tap into a greater share of the produce market.

The investment of selling low-demand items in large enough quantities to make a profit that outweighs more “mainstream” inventory is what the Long Tail strategy is all about.

According to *Business Model Generation*, Anderson states that there have been three economic triggers in today’s society that have made this concept a business strategy worth practicing.

## 1 AFFORDABILITY

The first of these triggers is the fact that tools that would have, just a few years ago, been too expensive for anyone who was not already monetarily successful to purchase are now much more affordable.

## 2 EASY TO DISTRIBUTE

The Internet has opened up a world of consumers, employers, and clients for little-to-nothing. In fact, the ease of access has created a bar of its own for attention-grabbing content because so many have taken to social media to get their business or product out there. Now the right graphics, mobile-friendliness, and SEO have become factors that were almost, if not completely, unnecessary a short time ago.

## 3 EASY-TO-FIND CUSTOMERS

Anderson notes that one of the largest challenges of selling a niche product was finding the niche. Now finding your desired demographic is as easy as typing your product into Google.

While the name of this concept is relatively new, it is a strategy that appears to have been a driving force in the industry for quite some time.

The entire fresh category has expanded vastly over the last 40 years thanks to the Long Tail strategy, growing from an aisle in the grocery store to a movement in health and locally-grown products. Current trends like kale, quinoa, even imperfect produce are all born of a consumer drive for the specialty or previously unmarketable fresh products.

So the next time you considering throwing out inventory because it isn’t widely demanded, or turning away from less-mainstream items, consider the niche category and what it has done for fresh produce thus far. 

## SELL LESS OF MORE

— a visual break down —

 Amazon  Retailer

### Total Inventory



Amazon      Retailer (Brick & Mortar)

### Total Sales



Products not available from offline retailers

Businesses such as Amazon are able to target more customers due to its wide range of available items. More items to sell means Amazon is able to cover all bases and “catch” the customers that have been filtered out by the mainstream inventory of offline retailers.

### Sources

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

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# HOW LEAFY GREENS BECAME SUPER GREENS

WITH GUEST CONTRIBUTOR

JAN BERK  
SAN MIGUEL PRODUCE

“ Back before kale, bok choy, and Brussels sprouts came to be coined as ‘Super Greens,’ and before the ANDI scale carried the force that it is known for today, there was San Miguel Produce. Early on in my career after I had started AndNowUKnow, Jan Berk, COO of San Miguel Produce, pulled me aside and offered a few insights into a category that would come to be known, and widely harnessed across the culinary and health and wellness landscapes, as Super Greens. Years later, I watched this category explode at foodservice and retail, and with consumers and chefs alike. Now you can buy a t-shirt from Whole Foods with thick, green font exclaiming ‘Kale.’ How far we have come, and how much I appreciate the woman who saw the trend before it was one. Jan joins us to discuss the Super Greens surge and the evolving architecture of the category. ”

—Robert Lambert

CEO & Founder of ANUK & The Snack Magazine



JAN BERK, SAN MIGUEL PRODUCE

**S**an Miguel Produce was founded in 1975, with its beginnings in staple commodity California produce items like celery, broccoli and lettuce. In 1990, the company began to shift its focus to the dark leafy greens commodities, offering a direct store delivery bunch greens program to Southern California retailers like Ralphs, Vons, Stater Bros., and Albertsons. We went on to launch Cut 'N Clean Greens in 1995, the original fresh-cut packaged dark leafy greens, and by 1999, as consumer buying behaviors began to transform, our team shifted 100 percent of our focus to specialty greens. Staying ahead of the greens curve, our Cut 'N Clean Greens line launched the first full line of organic specialty greens in 2007, when greens were rapidly transitioning from trending niche to mainstream demand.

Though I officially joined San Miguel Produce in 2001, I'd been involved behind the scenes with the marketing team and lending my support since the early 1990's. Prior to joining San Miguel Produce, my other career was in newspaper/marketing. I have always loved the fresh produce business, often having said the newspaper business is much like fresh produce in that both have a short shelf-life; nobody wants old news or old produce. In 2000 the *L.A. Times* was sold and I started moving more into produce, joining my husband and Co-Founder Roy Nishimori at San Miguel Produce full-time in 2001.

But where did this surprising trend start? What does 'bitter' have to do with their power, and how did the category evolve dark leafy greens to Super Greens?

## SUPER GREENS—A CULTURAL BEGINNING

For decades, spinach was the king of the dark leafy greens, though the category historically has had a place among many cultural cuisines. Take bok choy in Asian cooking, chards, and escarole for Europeans, and collards and mustards in Southern comfort, for example. These flavor profiles tended to grow out of only regional or cultural preferences and didn't mark national or international mainstream trends. In fact, it wasn't until the early 90's, when kale suddenly became a recognizable choice for garnishes, that I really saw the door begin to open for the greens category. And San Miguel Produce was, quite literally, right on the cover.

## TIMELINE OF MILESTONES & PRODUCTS

1975

San Miguel Produce started by growing commodity produce like celery, broccoli, and lettuce.



1996

Cut 'N Clean Greens was launched as the first washed and ready-to-use cooking greens.

1995

## KALE REPLACES PARSLEY AS THE GARNISH OF CHOICE AT MARKET

In 1991, San Miguel's kale fields were featured in the *L.A. Times* article titled 'Kale Replaces Parsley as the Garnish of Choice.' This was what I would call the first real boost for kale, although it wasn't until about 2006 to 2007 that the initial shift for the consumption of kale itself began.

As I said previously, spinach had been the king of the dark leafy greens for years. But when there was a recall due to e-coli for the category, consumers needed to find a replacement. That year, kale enjoyed a notable 79 percent increase.

The trend climbed slowly after this initial jump, only about 15 percent year-on-year, until 2010 when America made health its number one focus.

## THE ANDI SCALE HELPS THE CATEGORY EMERGE

Suddenly, nutrient density became the popular focus for nutritionists and dietitians, with the new trend of plant-based diets emerging. Seeing the need for a new scale to match this trend, Dr. Joel Fuhrman designed one of the first scales to center around produce as the most nutrient-rich foods to eat. He introduced the Aggregate Nutrient Density Index (ANDI) Scale to promote healthy eating.

Another popular acronym Dr. Fuhrman promoted in the growth of leafy greens, in collaboration with Dr. Oz, was "G-BOMBS": Greens, Beans, Onions, Mushrooms, Berries, Seeds. These are the produce items that these doctors recommend should be eaten every day.

Together, with trendsetting retailers like Whole Foods, which Dr. Fuhrman partnered with to promote the ANDI scale, these parties contributed to boosting what I would say was once a niche into the produce mainstream. Safeway also which jumped on board early on, creating a nutrient-dense greens destination in its produce department.





## SUPER GREENS BECOME A PRODUCE DESTINATION FOR DEMAND

To give a better understanding of how far the category has come, you have to understand that nutrient dense greens were often pushed aside as too bitter and better used as garnish or food for livestock and pets. While they are historically rich in tradition as a comfort food or isolated to specific ethnic cuisines, greens have now found their way into exciting new popular, multi-cultural food preparations.

Suddenly, dark leafy greens were becoming “Super Greens,” and the kale trend was rapidly taking center stage. We saw nutritional excellence, with weight-loss as a convenient by-product, become the new focus of consumers. The cultural niche past of dark leafy greens began to move rapidly into the Super Green mainstream, and now I expect they are less of a trend and more of a healthy lifestyle food that is here to stay.

## WHERE “BITTER” FITS INTO THE SUPER GREEN CATEGORY

Calorie for calorie, dark leafy greens are perhaps the most nutritious foods you can eat. But they have a naturally bitter taste that has contributed to them being overshadowed by more mild produce, like lettuce and spinach. What many don’t understand is there is a direct link between bitter and health, including plant-based phenols, flavonoids, isoflavones, terpenes, glucosinolates, and other compounds

reported to have antioxidant, anticarcinogenic properties, and a wide spectrum of tumor-blocking activities. These compounds, known as phytochemicals or phytonutrients, hold major promise for the dietary prevention of chronic disease.

Although cancer researchers and some studies have proposed heightened bitterness could be very important, consumer and marketing studies invariably showed that taste, as opposed to perceived nutrition or health value, has historically been the key influence on food selection. And when it comes to bitter phytonutrients, I think you’ll find it’s safe to say that the general demands of good taste versus good health have always been incompatible.

But more and more new applications are being found as compliments to that “bitter” eating experience. The dark leafy greens’ bitterness naturally pairs well with stronger flavors, for example, and is easily balanced and enhanced when a little acidity like vinegar or citrus are added.

Now we know very well that compounds that make foods taste bitter, like carotenoids in spinach and flavonoids in kale, also make them good for us.

Some of the health benefits of bitter foods include helping to absorb food nutrients, curbing the appetite, boosting the metabolism, cleansing the body, anti-inflammatory benefits, fighting free radicals in the body, and stimulating immune functions.

**2010**

Jade Asian Greens is launched as the first ready-to-use line of Asian greens.



**2015**

**CELEBRATING  
20 YEARS  
OF FRESH-CUT  
GREENS**

**2003**

Cut 'N Clean Greens launches its first full line of organic specialty greens.

**2007**

SUPERGreens salads are launched as the first nutrient-dense, ready-to-use salad greens.

**2012**

## DELVING INTO VARIETAL DIFFERENCES

Even with all this information on the healthful benefits of “bitter” and in dark leafy greens, there is still so little data. Even the USDA's current information on the category is very generic, treating different varieties of one green, such as red, green, or lacinato kale, equally among the rest as far as its nutritional values.

Without this data, consumers have been asking us questions such as ‘do baby and mature leaves provide the same nutritional values?’ and ‘what is the nutritional value to the stem versus the leaf when wanting to remove the stem for food preparation?’

Though kale and other greens are ranked at the top of the nutrient density chart, it was important to answer these very important questions. So this past year, San Miguel Produce embarked on an in-depth study with third party labs and university labs to delve deeper into these nutrient questions. While the study is not 100 percent completed, so far our findings show that greens have unique and different nutrient qualities that are specific to variety. In addition, many people consuming baby versions of these greens due to their milder taste are getting nutrient value but perhaps not what they expect. Plus, they are missing that “bitter green” benefit which aid in the absorption/digestion of food nutrients.

This study will be completed in the near future, and the findings will be shared with both the industry and USDA so that they can update any databases.

## LOOKING TO THE FUTURE

The entire greens category enjoyed a significant growth of 34 percent in 2014, which indicates there is growing interest in many varieties. Depending on the study/source, however, spinach and kale both have the highest consumption volume of all greens varieties, significantly outranking all the rest by a wide margin of over 300 percent. But even with this large gap, there are numerous varieties of dark leafy greens, and even blends, that are starting to grow in new popularity.

As they continue to become more mainstream, there is no question the classic heritage and traditions of cooking greens will continue as well. They may, however, take on some new twists with young home cooks, especially the 64 percent of Gen Y'ers who tend to cook more meals at home. This young consumer group enjoys bolder flavors, chooses healthy performance foods, and tends to experiment more with ethnic cuisines.

Over time, I expect this will all lead to new, innovative products on the market. Some will succeed and some will not. But kale still has some room to grow, and there is no doubt in my mind that consumers will be looking for something new and exciting that meets both their healthy lifestyle and their evolving taste buds. 

## GREENS HISTORICAL DOLLAR PERFORMANCE



DATA CONTRIBUTED BY NIELSEN PERISHABLES GROUP



## Steps Not To Skip When Looking For A Job

You have the talent, and perhaps the experience, now you just need employers to know it. Whether you're a seasoned produce pro that's ready for the next chapter, or just starting in the industry with limited-to-no experience, getting your foot in the right door can be a challenge.

When you use a search agency, aka "headhunter" or "recruiter," you partner with a company that has professionals who know the industry, and who spend the time to understand your background and skills. Everyone knows you need a resume, but what about the rest?

Here are the steps you do not want to skip in the search for the perfect job in produce:

**An Industry-Specific Employment and Recruitment Resource** - Enlisting the professional help of an industry-specific pro, like Joe Produce for example, presents you with the full package of job-seeking necessities, including resume services, easy-to-access and apply job listings specific to the produce industry, and the inside track to a huge network of produce and produce-related companies.

**A Plan** - The Internet is an incredibly useful tool that can minimize work and time while maximizing your reach. It can also be overwhelming at times. So, make a plan. Know your targets and objectives, what you want and what you don't want. This can be company and job types, geography/location(s), compensation, and any other criteria that is specifically important to you.

**The Resume Can Make A Difference** - A resume is often the first impression an employer has, so make it a good one! A strong resume is a necessity, and if you don't know what that looks like you can find out through your own research, have someone help you, or hire a professional resume writer to do it for you.

Once you have a great resume, make sure you update it periodically. Check out [JoeProResumes.com](http://JoeProResumes.com) for sample resumes. It's a competitive world out there, and people with poor resumes oftentimes "start the race in the back row."

**Clean Up Your Social Media** - While Facebook and Twitter accounts may be yours, they are also a future employer's best window into who you are outside of work. If you were really a "train wreck" in college, for example, you may have some work ahead of you. There are even third-party apps and services that clean up social media so that the photos and posts you are tagged in are things you're comfortable with a future boss

seeing. In addition, keeping your privacy settings up-to-date can help to ensure that what is presented is also kept to professional standards.

### Sample Interview Questions & Possible Answers -

It may be cliché, but practice really does make perfect... or at least darn good! Though it may seem impossible to predict what an employer will ask, there is a compilation of information that says quite the contrary.

Some of the more popular interview questions include asking about personal weaknesses, why you left your previous positions, and what you can offer that other candidates cannot.

**Take Care of Your Health** - Looking and feeling good will help exude positive energy in your interviews. Drink water, eat right, and get in some exercise. Something as simple as a daily walk will make you a better candidate, as well as make you more confident about yourself as a potential employee!

**Post-Interview Follow-up** - Upon returning home from your interview, send an email thanking the interviewer for their time and consideration. Mentioning something that was discussed in the meeting is a nice personal touch, and can be a brief opportunity to reiterate one of your assets. This is a great time to let them know that you would like to join their team and make a difference. Also, don't forget how far a simple "thank you" can go.

**Network, Network, Network** - Enlisting an industry-specific pro like Joe Produce's professional assistance can help. With that said, reaching out to those you know is still a valuable strategy in finding a great job.



**Rex Lawrence, Founder and President of Joe Produce** was born & raised in Salinas, CA. His 28 years in the produce industry includes positions in senior sales, marketing

& management for some of the industry's leaders. Rex and his team truly understand that finding the perfect "fit" is about more than matching a skill set with specific job requirements.

**JOE PRODUCE  
SEARCH**

# Checklist

- An outline of your desired position.
- An outline of your objectives and criteria.
- An industry-specific employment and recruitment resource.
- An up-to-date and well-written resume.
- An up-to-date cover letter with room to address the specific needs of the position you are applying for.
- All social media prepared for employer internet checks.
- An updated LinkedIn profile and work-appropriate photo.
- Sample interview questions and possible answers.
- Wear an appropriate outfit to your interviews.
- Network with those you know within the industry.



# Nature Sweeeeet.



**Our tomatoes are the best-tasting tomatoes in the world.**

Every day. Every week. Every season. Every year.

That's why the only tomatoes that outsell NatureSweet Tomatoes are other NatureSweet Tomatoes. For more information, visit [NatureSweet.com](http://NatureSweet.com).





## ► MY FAVORITE THINGS ◄

# HILLARY FEMAL

Vice President of Global Marketing, IFCO

Chairman of the Reusable Packaging Association, member of the 19th graduating class of the United Fresh Leadership Program, and overseer of marketing and communication operations in Europe, North America, South America, and other emerging markets, Hillary Femal is the epitome of powerful women in produce. So we had to know, what are her favorite things?

“I love to cook and kale finds its way into dinner almost every night.”

1



“Lemon and ginger in the morning; lavender in the evening.”

2



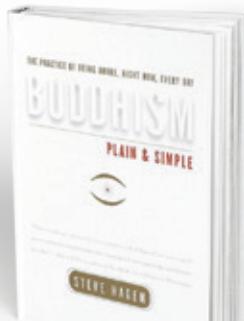
3

“Just as satisfying on a Sunday morning as it is on a Saturday night.”



“Reminds me to be present and focus on the here-and-now.”

4



5

“A preschooler mom’s best friend.”

6



7 “Who Dat!”



8

“My go-to resource for design inspiration.”



9

“I get out on the water any time I can from April to October.”



① Kale

② doTERRA Essential Oils

③ Trombone Shorty

④ *Buddhism Plain & Simple* by Steve Hagen

⑤ *Birdcage*

⑥ Single Serving Fresh-Cut Fruit

⑦ New Orleans Saints

⑧ Pinterest

⑨ Boating

# UP CLOSE



## A CLOSER LOOK AT RED SUN FARMS' NEW EARTHCYCLE™ PACKAGING.

Featuring fully compostable, recyclable, and biodegradable bases, and a re-sealable Top Seal that uses a 90 percent reduction on plastic, Red Sun Farms is debuting its new sustainable, organic grape tomato packaging. The Earthcycle™ base is made from a blend of only North American-sourced virgin and recycled wood pulp. It is certified compostable to BPI standards and produced on the east coast of Canada. The new pack style satisfies consumers' desire for less plastic, reduced waste to landfill, increased use of renewable resources, and local production versus off shore. The Top Seal technology also helps to prolong shelf-life and ensure flavor. Red Sun is now serving its customers with a full line of USDA-certified greenhouse grown organics fresh from the company's greenhouses in USA, Canada, and Mexico.



# NEW CROP APPLES ARE HERE!



## SWEET & DELICIOUS

Don't Miss Our ALL NEW  
Booth At This Year's PMA Expo!  
• Booth #4975 •



Please Contact Us At  
**509-248-5828**

Ask us about our Sage  
Apples as well as our other  
exciting Programs.

# HOLOGRAPHIC COMPUTING IS HERE.

BY CHRISTOFER OBERST

**I**s that greenhouse in your living room just a figment of your imagination? Not quite. With Microsoft's HoloLens, seeing is truly believing.

A new era of holographic computing is upon us. With some analysts projecting the augmented reality market to hit \$120 billion in revenue by 2020, this new vision of the future is capturing the hearts and minds of tech giants from Google to Facebook to usher in a wave of groundbreaking technology. Who would have thought

that we'd be wearing headsets that could allow us to walk and interact freely with three-dimensional, holographic objects in a virtual world, or even a virtual greenhouse, from the comfort of our own La-Z-Boy or office chair? Microsoft's newest tech gadget, HoloLens, is making it all possible. Whether you're a farmer planning his or her next crop, a real estate developer or retailer experimenting with architectural possibilities, or a marketer looking to sell in an innovative way to a mass audience, look no further than augmented reality.



MICROSOFT HOLOLENS

## WHAT IS AUGMENTED REALITY?

My first experience with augmented reality, or AR, was bizarre to say the least. In front of me, standing in my living room, was a virtual, miniature 3D cartoon character interacting with real-life objects like a chair or my sofa. The character, which was projected on the screen of my smartphone, would sit down on the couch or walk around the room avoiding objects in its path as if it were actually there with me. What appeared to be some form of clever witchcraft was actually the latest innovation in virtual reality.

AR is a type of technology that combines the real world with the virtual, or rather, attempts to make the virtual world indistinguishable from the real. A computer generated image is superimposed onto a real-life scene so you can interact with it. Microsoft's HoloLens takes this concept a step further. Here's how it works:

## MEET MICROSOFT'S HOLOLENS

At first glance, you might think it would be silly to strap a bulky, Robocop-like headset onto your face. While most examples of augmented reality don't require futuristic goggles, HoloLens comes equipped with advanced sensors and hardware that captures information about what you're doing and the environment that you're in to project a computer-generated image of anything that you could possibly imagine, depending on the software.

Using state-of-the-art gyroscopes and accelerometers, the device tracks and captures information about every subtle movement you make. It understands your physical whereabouts in the environment such as your position and movement in space, your head and hand gestures, and even your gaze. Like other AR technology, HoloLens also tracks objects in the environment to project images inside or on top of them. Say you want to look at a plot of land on a farm in the comfort of your office. You could project that image onto a desk or coffee table and mold it to your specifications like you would a piece of clay or sand in a sandbox. You can even fully immerse yourself in the field right in your office, but these examples barely scratch the surface.

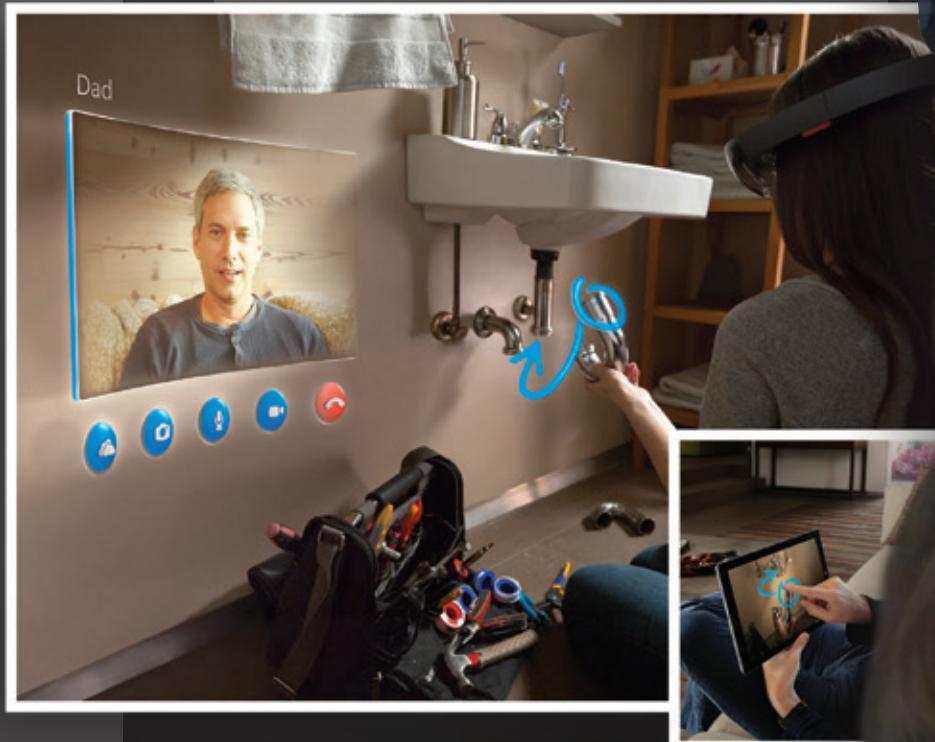


## AUGMENTED REALITY VS. VIRTUAL REALITY

When you first slip on HoloLens, you're not going to see a virtual world like you would if you were to use an Oculus Rift or Samsung's Gear VR. Instead, you would only see the world around you as if you weren't wearing the headset at all. In fact, there's actually a big difference between augmented and virtual reality.

The goal of virtual reality is to immerse users inside a virtual world that's been created by a software developer, hence the name. It's more akin to a video game, but there are commercial uses for the technology that are available, like videoconferencing for example. Augmented reality, however, seeks to help users better interact with the real world using high-definition holograms.

For better insight into augmented reality technology, check out some of these examples to see how your business could benefit from Microsoft's HoloLens.



## AGRICULTURE:

**Out on a business trip, but you need to get a closer look at what's happening on the field in real-time?** Whether you're across the globe or just feet away, HoloLens allows you and a colleague to see the world from each other's perspective. Additionally, if either of you have a tablet on-hand or a PC nearby, you can also draw instructions that would appear as holograms in the real world.

**Have ideas for expansion?** HoloLens allows you to create holograms to visualize how something will look in the real world, whether it's new desks in the office, a new greenhouse, packing facility, or more.

## RETAIL/ FOODSERVICE:

**Want to re-design your store layout?** You can pin a blueprint of your store on a table and use your finger to trace your ideal arrangement. Once you're finished, you can project that environment as a hologram and explore it to your liking in the real world.

**Have new POS material, but not sure where to place it?** Create full-scale holograms and share them with your colleagues.

### Want to plan a new distribution center?

HoloLens is an architect's dream come true. By using full-scale holograms, you can better communicate your vision to construction industry professionals.

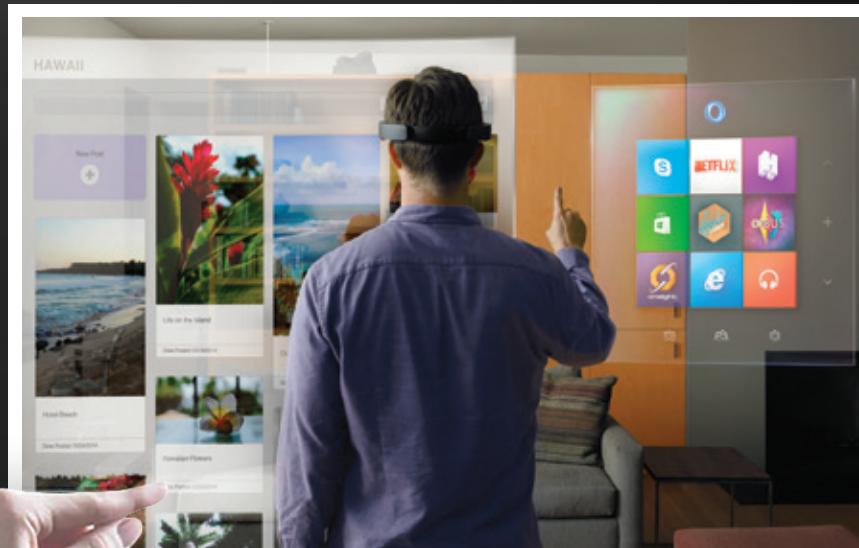
## THE FUTURE OF AUGMENTED REALITY

According to a report from Digi-Capital, augmented reality will hit the mainstream by 2020, meaning it could be a major revenue source for enterprise, advertising, TV/film, and consumer apps such as Facebook. With forecasted revenue of \$120 billion by 2020, there is a huge opportunity for businesses to bring their brand to a whole new dimension.

Tim Merel, Managing Director of Digi-Capital, said that augmented reality could "fundamentally disrupt mobile" and that the next Apple might come out of AR.

"AR could disrupt the mobile market, and Microsoft's HoloLens could be the start of regaining the glory lost to Apple in the last decade," said Merel, who believes that augmented reality's addressable market is similar to the smartphone/tablet market.

What was once only thought possible in science fiction is now a reality. With AR technology like Microsoft's HoloLens, we can now communicate on a level never seen before. Businesses across the produce and retail industries can work more effectively with holograms and collaborate in an entirely new dimension. Indeed, holographic computing is here. 



# UP CLOSE



## A CLOSER LOOK AT HOLLANDIA PRODUCE'S ORGANIC LIVING WATERCRESS.

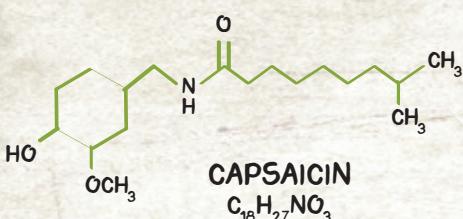
Hollandia Produce is driving the growth of one of the newest trends in culinary greens today: Watercress. This produce category is gaining popularity due to a variety of factors, all seemingly converging at once. Some of these factors include a growing awareness of it as a nutritional superfood powerhouse, a national focus on increasing consumption of veggies and fruits, and an aging population seeking more healthful ways to enhance longevity and health. In addition, a continuing culinary trend on foraged foods and international flavors has bode well for watercress growth. Watercress offers a peppery-flavor profile that makes it an ideal ingredient for a wide variety of recipes that encompass entrees, sandwiches, salads, sides, soups, smoothies, even cocktails. All of Hollandia's products are grown indoors in its hydroponic greenhouses in California.



# The Shishito Pepper

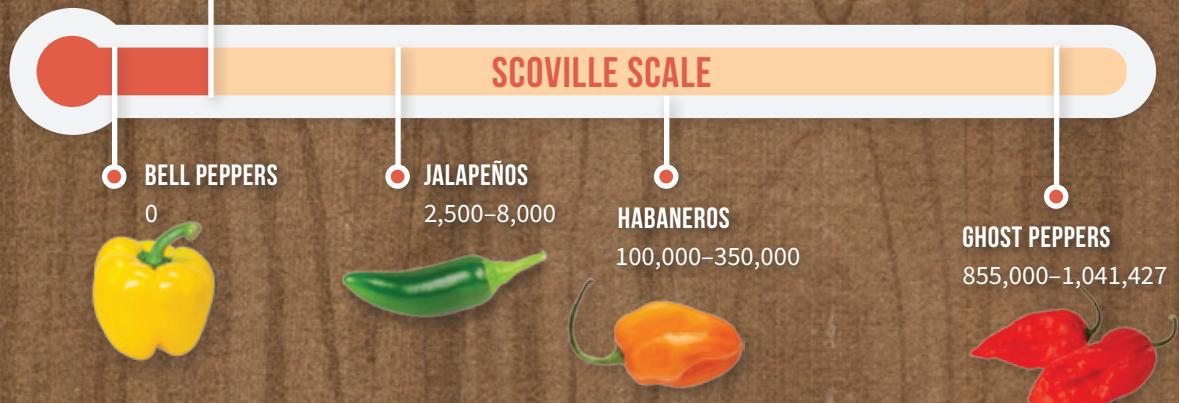
## WHAT IS THE SCOVILLE SCALE?

The Scoville Scale is a heat unit scale that measures the level of spiciness or pungency in chili peppers. Each pepper is measured in Scoville Heat Units (SHU). Measurements are made on a sensory basis, testing the amount of capsaicin (the chemical that produces the heat sensation) present when the chili is eaten.



Ever wonder why some peppers are hotter than others? The answer is capsaicin, the chemical in peppers that makes them spicy. The more capsaicin in a pepper, the hotter it is.

SHISHITO PEPPERS  
50–200



**T**ough this mild, sweet, and fresh pepper may register on the less intense end of the infamous Scoville scale, it is a pepper not to be ignored. Currently primed for growth in foodservice and at retail, this bright, thin-walled, finger-long pepper is completely edible, including the seeds, and brings a touch of heat to the plate while still showcasing that popular pepper flavor.

But be ready for a surprise if you are a fan of these delicate treats. One out of every ten to twenty Shishito peppers will pack a bit more punch than its kin, but not enough to mirror anything close

to the mild jalapeño heat. The pepper can also be bulbous at one end, resembling a lion's head, hence the etymology of the name Shishito—a combination of two Japanese words: shishi for “lion” and tōgarashi for “chili pepper”.

According to Datassential, Shishito peppers turned out an impressive 38.3 percent annual growth and a 432.9 percent boost from 2010 to 2014. As the changing demographics of the consumer palate continue to evolve along with the popularity of peppers and ethnic cuisines, the Shishito pepper is sure to maintain its climb toward the top of the menu.



Introducing a new addition to our family of "ORIGINAL" chopped salads

We are serving our Greek Chopped salad at PMA booth # 2567

Come and taste why consumer's prefer

Taylor Farms Family of  
**ORIGINAL** chopped salads.



# WTF DO I DO WITH { WHAT THE FORK }

Taylor Farms Greek  
Chopped Salad Kit ?



GRILLED CHICKEN WRAP

## INGREDIENTS

- 1 Taylor Farms Greek Chopped Salad Kit
- 2 medium chicken breasts, grilled and sliced thin
- 1 medium cucumber, chopped

- $\frac{1}{2}$  cup feta cheese
- 4 whole grain pita or tortilla
- Hummus to spread

**YIELDS:** 4 WRAPS

## DIRECTIONS

- 1 Assemble Greek Chopped Salad Kit by mixing toppings and dressing with salad base blend.
- 2 Add chopped cucumber and grilled chicken to salad; toss again.
- 3 Spread the hummus inside pita or wrap, sprinkle feta over hummus, and fill with chopped salad mix.
- 4 Serve and enjoy!

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



# UP CLOSE



## A CLOSER LOOK AT MUCCI FARMS' CUTECUMBERS™.

**S**maller, crunchier, and an excellent on-the-go cucumber option, Mucci Farms' bite-sized CuteCumbers™ make an ideal snack for kids and adults. These conveniently-sized cocktail snacks require no cutting or chopping and are now being introduced in a new packaging format.

The popular Mucci Farms' CuteCumbers™ are available in packages that are flexible and re-sealable with high-graphic, kid-friendly designs. Re-seal convenience offers the consumer the flexibility for continued use and storage. The material itself is made from Modified Atmosphere Plastic (MAP) for breathability.





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**COMMITTED  
TO OUR ROOTS**

2 brothers from Italy with a passion for farming, family and success, made it their goal to grow the **freshest, most flavorful produce on the market.**

50 years and a second generation later, it's still our goal.

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& SEE WHAT'S FRESH @ MUCCI FARMS**

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SOUTH  
SPECIAL

VICE PREMIUM SP

# Growing Something Special

by Jordan Okumura



SOUTHERN  
SPECIALTIES

E C I A



**T**here needs to be a relentless focus on the consumer," Robert Colescott, Founder and CEO of Southern Specialties, tells me when I ask him where his priorities lie. "Anticipate and respond to consumers' needs, tastes, and preferences, and then find the niche that allows you to grow."

And diversify, he adds. French beans, white asparagus, star fruit, watercress... Produce companies don't just follow the trends, they can help make them.

"If you don't believe me, look at someone like Frieda's Specialty Produce, and, since we are here, listen to our story," Robert smiles.

The year was 1986. Guatemala was in the middle of a Civil War and the New York Mets won the World Series. What's the relevance? Robert suddenly found himself, metaphorically and literally, up to bat.

"Both headlining events had to do with my career at the time. I'd been drafted by the Mets organization fresh out of high school and was entering my third year playing in the Minor Leagues. Once the baseball season was over I would return home just in time to start the peak import season, working for a company responsible for growing specialty produce in Guatemala," Robert tells me.

Essentially, Robert was being groomed by the owner of the company so he could contribute "sweat equity" towards a partnership in the near future, which ended abruptly in a WTF moment. Disaster. The owner, his future business partner, uprooted to another part of the country and bankrupted the company.

Robert didn't speak a word of Spanish, and wasn't prepared or experienced with restructuring a company out of bankruptcy at just 23 years old.

While the business looked to be falling apart to most, Robert sought to reestablish his footing by focusing on a little known sector of the industry at the time—specialty produce.

"My goal was to create a company that could thrive in a competitive market and could provide solutions to customers in the form of cost savings and convenience with 'one-stop shopping' for their procurement departments," Robert tells me.

Robert was able to partner with a German agronomist who retired from United Fruit (a banana company) and had decided to make Guatemala his new home. Robert managed to persuade a few other suppliers to conduct business based on an agreement to recover a large portion of debt from the previous company.



**Robert Colescott** is President and CEO of Southern Specialties located in Pompano Beach, Florida.





“My goal was to create a company that could thrive in a competitive market and could provide solutions to customers in the form of cost savings and convenience.”

“All others would only do business on a cash advance basis. Welcome to the import business!” Robert laughs.

In 1990, Southern Specialties was born.

Growth in specialty produce from Guatemala, primarily for foodservice and wholesale terminal markets, began to boom as the fledgling company gained traction. To keep the momentum going, Robert not only looked to introduce new items to the retail trade, but also to diversify growing regions to support the company’s year-round programs, and further vertically integrate the company’s business model to manage cold storage and logistics.

“We owe many thanks to people like Frieda and her awesome family for further educating buyers and consumers about specialty produce. Their role in marketing has been instrumental to the success of so many in this business and from all of us foodies,” Robert tells me.

Expansion of the company’s resources became a necessity, and after ten years of having his nose to the grindstone, Robert’s brother-in-law, Tommy Bagwell, and a key supplier from Guatemala decided to invest.

“Tommy and I both believe that you should never mix family with business, but after several years being together, and discussing typical growth issues, he insisted on providing additional seed money to help grow the business,” Robert says. The investment gave Southern Specialties enough horsepower to expand from three to fifteen categories and increase their SKU’s from twenty to over two-hundred.

“We started new operations in various countries in efforts of diversifying our growing regions for year-round supplies and today we are established in ten different countries,” he notes.

As Southern Specialties’ business has continued to grow and opportunities were presented to the team, the company decided to expand its offices and opened sales distribution facilities in McAllen, Texas, and Los Angeles, California.

“We focused on reducing food miles by shipping product direct to a distribution center closest to end customers versus having product consolidated in Florida





#### Southern Specialties

grows responsibly in regions all across North, South and Central America, and Canada.

and then sent back across the United States," Robert adds. "Customers soon realized they could reduce their driver time and countless hours procuring product by centralizing their business utilizing our consolidation service."

In 2000, convenience packaging began to pick up steam, but Southern Specialties was only accustomed to packing and selling bulk produce. Robert and his team identified the company's core competencies and decided to invest in processing equipment which helped the company achieve another milestone, the creation of "Southern Selects" and "Today's Gourmet" brands for consumer packaging of snow peas, sugar snap peas, baby vegetables, French beans, and asparagus just to name a few. The company saw opportunities not just in retail and price clubs, but also the foodservice trade. By packaging these products in larger bulk formats to foodservice operators it allowed for extended shelf life, easier inventory or portion controls at the restaurant level, and acted as additional protection for food safety or contamination.

"Additionally, around this time we decided to rebrand our company logo and changed our motto to 'Let's Grow Something Special.' This relates not only to specialty produce but growing relationships, programs, healthy and tasty products, and building a business model that generates value to all involved throughout the supply chain from farm-to-shelf or farm-to-plate," Robert tells me.

**“Let's Grow Something Special.’ This relates not only to specialty produce but growing relationships, programs, healthy and tasty products, and building a business model that generates value...”**

Getting consumer brands and packaging off the ground was no easy feat, to say nothing of moving into the value-added arena. Enter Vice President of Business Development, Charlie Eagle, who worked to develop the vision, brands, and to generate retail demand.

"The new packaging allowed us to build brand recognition with the retailer and the consumer, and it also gave us the opportunity to educate consumers with various preparation methods, health benefits, recipes, and nutritional highlights," Charlie tells me. "Our values, growing practices, growing regions, the people behind the brand, are what drive the success of this business."

"I truly appreciate all of Charlie's years of loyalty and dedication





**“** We’re all on the same level. I’m equal to the receptionist who I refer to as the ‘Director of First Impressions’—we just have different responsibilities. We do need to take our jobs seriously—but not ourselves. **”**

to growing our company. Without question, our company is where it is because of his valuable input, knowledge, and experience,” Robert says.

“The magic formula here is figuring out what stage of the evolution a given product is in, and figuring out when it’s right for our company to use its business model and customer relationships to produce a product that is much higher in volume and lower in cost,” he says. “Some would call it commoditization, but we constantly look at our business and ask, ‘where are these new items on the playing field? And when is it the right time for us to start a new activity? When is the right time to go after a new type of customer? What about services?’ We have many more choices than we could ever execute on. We’re not constrained by capital. We’re constrained by, ‘how many of these things can you actually achieve with a high degree of success and profit?’”

Today, more than ever, our industry is changing at an incredible pace, Robert tells me. He speaks of demographic shifts, time-constrained consumers looking for convenience, budget-oriented shoppers, consumers looking for indulgence with unique foods, food miles, food ethics, ethnic foods, an aging population, baby boomers, and now the presence of millennials.

“There are so many factors that challenge the way we present, produce, and create value,” Robert says.

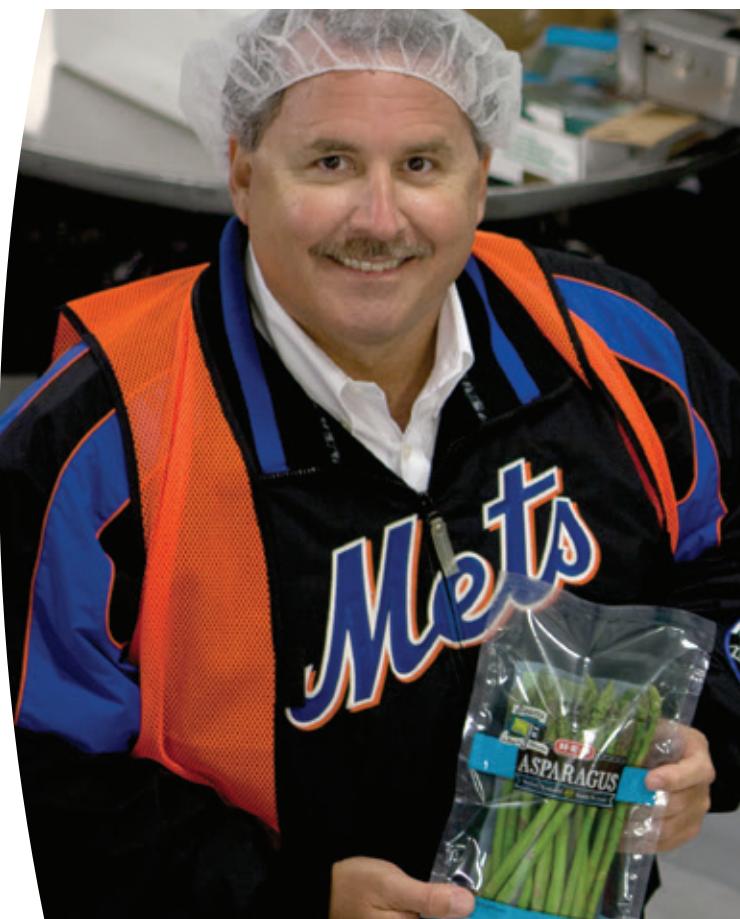
When I ask Robert how he defines his place in the company, he responds that he sees himself as the Chief Energizer Officer. “I like to loosen things up a little by reminding people they need to have a sense of humor.”

Robert hates organizational charts or titles, and that shows in every aspect of the company. “We’re all on the same level. I’m equal to the receptionist who I refer to as the ‘Director of First Impressions’—we just have different responsibilities. We do need to take our jobs seriously—but not ourselves,” Robert tells me. “It is something that hard work and plenty of hurdles have taught me over the years. It’s a part of maintaining a passionate environment. Keep your people focused on what matters most during that hour, day, month, or quarter.”

For a leader that found himself at the helm of a ship between the Guatemalan Civil War and the New York Mets’ World Series win, I have more than a little faith that this company can weather any storm.

“There’s a world of flavor out there,” Robert tells me.

And today, it’s easier than you may think to taste it. 





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# WTF

## DO I DO WITH

{ WHAT THE FORK }

### Infinite Gold Cantaloupe ?



#### INFINITE GOLD MARGARITA & INFINITE SUMMER SKEWERS

##### INGREDIENTS

For Infinite Gold Margarita:

- 2 oz puréed Infinite Gold cantaloupe
- 1 oz lime juice
- 1 oz simple syrup
- 1 oz triple sec or orange liqueur
- 1½ oz tequila
- Salt to rim glass
- Lime wedge and a piece of Infinite Gold, balled for garnish

**SERVINGS:** 1 GLASS OF MARGARITA

For Infinite Summer Skewers:

- 1 Infinite Gold cantaloupe
- 10 fresh mozzarella balls or chunks
- 10 prosciutto slices
- 10 rosemary sprigs

**SERVINGS:** 10 SKEWERS

##### DIRECTIONS

For Infinite Gold Margarita:

- 1 Mix all ingredients in a glass.

For Infinite Summer Skewers:

- 1 Wrap a fresh mozzarella ball (or chunk) in a thin slice of prosciutto.
- 2 Use a vegetable slicer to cut a thin ribbon of Infinite Gold and wrap it around the prosciutto and mozzarella.
- 3 Secure and garnish with a rosemary skewer.

*Note: Infinite Gold is a long shelf-life melon, so you can enjoy it longer!*

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





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# the one true mini san marzano

Our exclusive and one of a kind Heavenly Villagio Marzano's® heritage dates back 240 years... it has a taste truly unlike any other tomato on Earth. And while it's often described as out of this world, we remain firmly planted in this world and our mission to sustain it for future generations. Village Farms — the best of both worlds.

A bag of Village Farms Heavenly Villagio Marzano tomatoes is shown against a background of a small town illustration and a globe. The bag features the Village Farms logo, "Greenhouse Grown", "heavenly villagio marzano", "Authentic Mini San Marzano | Mini San Marzano authentique", "tomatoes", "Produce of Canada • Produit du Canada", "454 g / 1 lb", "GMO FREE", and a BC GROWN logo. A QR code and a "Recipes Recettes" button are also present. Handwritten text on the left says "you'll never find another quite like me!" with two hearts. The background includes a globe with hearts and a QR code.

you'll never  
find another  
quite like me!

heavenly  
villagio marzano® tomatoes  
Authentic Mini San Marzano | Mini San Marzano authentique

Produce of Canada • Produit du Canada  
454 g / 1 lb  
GMO FREE

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The sweet taste  
of heaven on earth.

Recipes  
Recettes

QR code

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Produce of Canada • Produit du Canada  
454 g / 1 lb  
GMO FREE

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villagio marzano® tomatoes  
Authentic Mini San Marzano | Mini San Marzano authentique

Produce of Canada • Produit du Canada  
454 g / 1 lb  
GMO FREE

BC GROWN™

# WTF

# DO I DO WITH

{ WHAT THE FORK }

## Cherry Tomatoes ?



ALBACORE TUNA TARTARE

### INGREDIENTS

- 1 lb** albacore tuna
- ½ lb** Village Farms Cherry No. 9 Fall in Love Again™ tomatoes
- 1 ea** Village Farms Sweet Bells® red bell pepper
- ¼ cup** capers
- ¼ cup** Italian flat leaf parsley
- ¼ cup** scallion, chopped
- 1 ea** lemon, juice and zest
- ¼ cup** extra virgin olive oil
- ½ tsp** black pepper
- ¼ tsp** sea salt

**YIELDS:** 12 BRUSCHETTA

### DIRECTIONS

- 1** Cut red pepper and cherry tomatoes into  $\frac{1}{2}$ " cubes, then transfer to a large bowl.
- 2** Dice fresh tuna into  $\frac{1}{2}$ " cubes; drizzle with olive oil and season with salt.
- 3** Gently fold tuna, peppers, and tomatoes together in mixing bowl.
- 4** Add olive oil, lemon zest, capers, parsley, and basil.
- 5** Check seasoning and heap onto bruschetta toasts, or transfer directly to plate.
- 6** Drizzle with additional olive oil and lemon juice just prior to serving.

Original recipe courtesy of Chef D. Brown ([www.chefdbrown.com](http://www.chefdbrown.com)). For more delicious, healthy, & easy-to-prepare recipes visit [www.villagefarms.com](http://www.villagefarms.com).

Village  
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# DELIGHT

PMA  
FRESH  
SUMMIT  
BOOTH #  
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STALK

THEM  
WITH



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# WTF DO I DO WITH Celery ?

{ WHAT THE FORK }



## SUGAR PUMPKIN AND CELERY BISQUE WITH TOASTED PEPITAS AND CELERY ASH

### INGREDIENTS

For celery ash:

- 1–2 branches Duda celery
- 3 parsley sprigs
- 1 tsp Maldon sea salt

For bisque:

- 2 tbsp butter
- 16 oz Duda diced celery
- 1 medium diced onion
- 9 cups raw, peeled, seeded, and diced sugar pumpkin or butternut squash
- ¼ tsp freshly ground nutmeg
- 1 dash cayenne pepper
- 2 tsp salt
- 1 tsp freshly cracked black pepper
- 1½ qt vegetable stock
- ¾ cup greek yogurt
- 4 tbsp toasted pepitas
- 1–2 pinches of celery ash

SERVINGS: 6

### DIRECTIONS

For celery ash:

- Over a hot wood-fired grill, char the celery branch until black.
- Place the charred celery and parsley leaves on a cookie sheet and place in a 275°F oven for 30–40 minutes to dry the celery branch and the parsley.
- Remove from oven and allow to cool for 10 minutes. Celery should be brittle and dry.
- Break the celery into smaller pieces and put it in a food processor with the parsley and the salt. Pulse the mixture to create a dust or ash.

For bisque:

- Melt butter in a large pot, add the celery, onions, and pumpkin, sauté for 4–6 minutes until onions are sweated out and add the dry spices. Cook another 2–3 minutes and add the vegetable stock.
- Allow mixture to come to a simmer for 15–20 minutes until pumpkin is tender.
- In batches, purée mixture until smooth in a blender. Place back in the pot once you have puréed the entire amount and bring back to a simmer.
- Add the yogurt and mix well with a whisk. Adjust seasoning and serve garnished with toasted pepitas and the celery ash.

Recipe by Chef Todd Fisher ([cheftoddfisher.com](http://cheftoddfisher.com)). For more delicious, healthy, & easy-to-prepare recipes visit [www.dudafresh.com](http://www.dudafresh.com).







**PRODUCE:  
CENTER  
STAGE**

*with*

**HUGH ACHESON**

*by Jessica Donnel*



“  
A

s much as it's about flavors and seasonality, the use of more and more vegetables is also an economic choice as a restaurateur,” Hugh Acheson tells me as we discuss the direction of produce relevance across menus and generations.

“As meat and protein prices have become outlandishly expensive in the last decade, we've found ourselves relying on new techniques to make vegetables the focal point of the plate.”

Hugh isn't your stereotypical Southern chef. If you're thinking of a warm, sweet, fried-in-butter chef like Paula Deen, you might want to leave your misconceptions at the door.

The James Beard Award winning chef, Restaurateur, and Top Chef Judge is a lot more like the tried-and-true Southern greens he's pushed to make popular once again. Sharp, forward, and not to be ignored, the Georgia-based chef easily embodies the type of food he believes is so important to both the economics of food preparation and the future of flavors worldwide.

Hugh's restaurants include the James Beard Award Winning Athens, GA-based *5&10*, the Athens, GA-based *The National* with fellow chef Peter Dale, the Atlanta-based *Empire State South*, and Savannah-based *The Florence*—all of which the chef has imbued with his dedication to fresh, unique produce.

It's within these new and diverse produce flavors that the iconically-unibrowed chef sees the next big wave of food practices. With people seeking out food that is more bitter, more uniquely prepared, and “healthier-tasting,” it's now becoming cool (and economical) for produce to be the center of the plate, and move from the side to main stage.

“We've learned how to cook again, and with that, you can truly amaze people with something as simple as new Brussels sprouts preparations.”





*Top left: Fairy tale eggplant, edamame, Poblano chili, pepper relish, stuffed okra blossom.*

*Bottom left: Roasted squash, celery, ricotta, fennel, Urfa chili, sunflower, potato chips.*

*Top right: Koji rice risotto with roasted bolete mushrooms and figs.*

*Recipes by Chef Josh Hopkins at Empire State South.*

**“Vegetables are becoming hip because their versatility is finally showing.”**

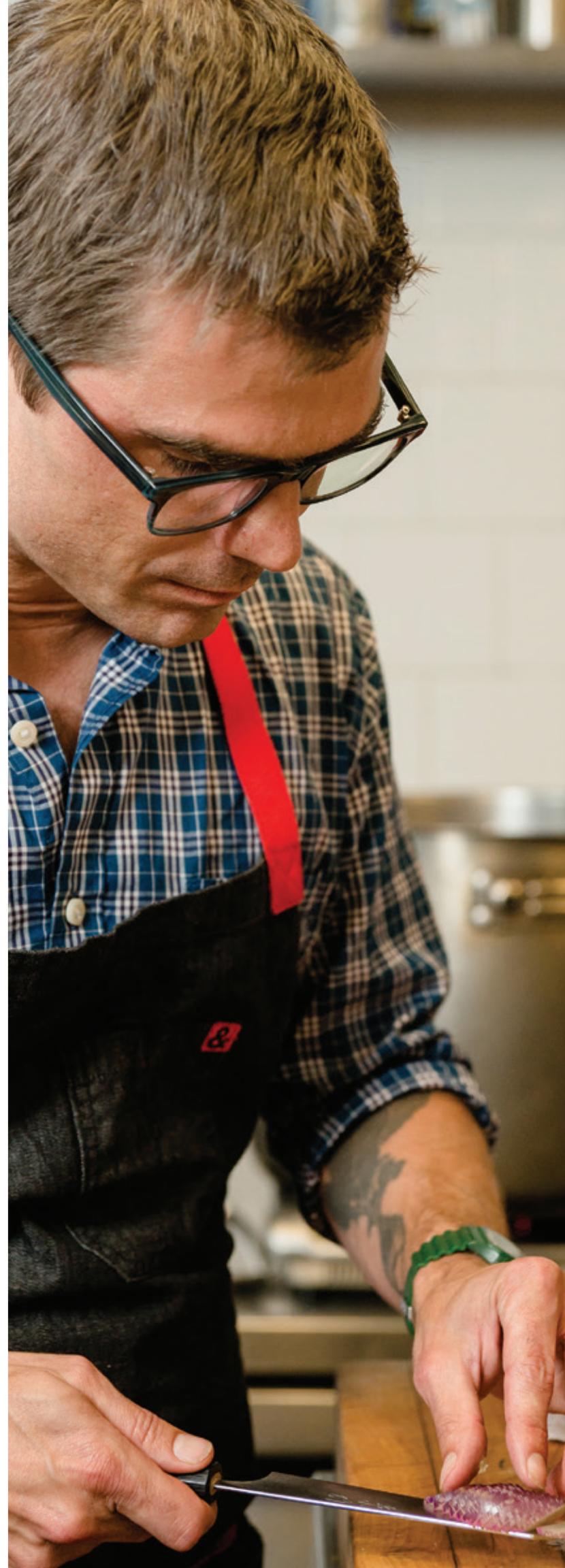
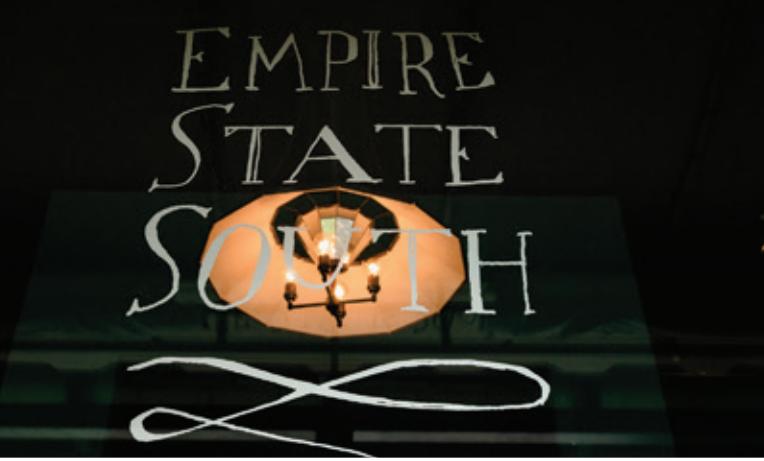


Empowering people to learn to cook, especially when it comes to produce, is something that Hugh emphasizes again and again. We, as a society, haven't always loved the bite of items like Brussels sprouts, and our palates have suffered because of it. Could it all be because your mom overcooked and underseasoned your vegetables? Hugh seems to think so. It is about equipping the next generation (and this generation) of consumers to learn how to prepare items like broccoli rabe or sweet potato greens, instead of shying away from their possibilities. That comes through knowledge.

“Vegetables are becoming hip because their versatility is finally showing. We've learned how to cook again, and with that, you can truly amaze people with something as simple as new Brussels sprouts preparations,” Hugh says. “This is a win for chefs as much as it is for growers, and technique really is something that should be as important to them as it is to chefs. You need to show consumers just how many ways you can use that Meyer lemon.”

While you may think Hugh would possess the ego typical of top chefs, he, above all else, is dedicated to being a teacher. Expanding upon that idea of technique being the cornerstone of flavorful and healthy eating, Hugh is bringing his philosophy to a middle school near you with his new Seed Life Skills Program. As a father of middle school-aged children, the multifaceted chef believes that by exposing children to life skills like cooking, functional economics, and sustainability, they'll be able to thrive as the next generation of entrepreneurs, educators, and community leaders.

“I'm a big fan of taking something that exists and making it better, and I think that across the nation we have Home Ec classrooms that are in a state of neglect,” he explains. “What I want to provide kids with is a new curriculum that shows them retainable life skills that they'll learn in middle school and never forget. It's not skills to create chefs, it's skills to create better citizenry. Because when you get into, say your twenties, or the



hardest points in your life, if you know how to sauté mushrooms, and cut vegetables for a beautiful salad, and make a vinaigrette, you can probably live a better quality life, right?"

And it's not just cooking that Hugh is bringing to his four, already green-lit middle schools in the Athens, GA, area. It's DIY culture, it's fixing things before replacing things, and it's the modern age version of learning to balance a checkbook. Imagine Hugh Acheson teaching your 12-year-old to read a cell phone contract and you're getting an idea of the kind of value that a program like this can offer not only a child, but also the society they will one day be contributing members of.

That future is something Hugh spends a lot of time thinking about. The future of learning, the future of eating, and the future of produce. It's undeniable that consumers want something new from their produce today, Hugh says, and we need to answer those wants as an industry.

**"I want to provide kids with a new curriculum that shows them retainable life skills... It's not skills to create chefs, it's skills to create better citizenry."**

"I think you're seeing the wants of consumers being driven towards organics. I think you're seeing sustainable notions sell better than ever—there's a reason for that. I think if retailers or chefs aren't buying into the viability and the importance of that, they're making a pretty fundamental mistake in their business," Hugh assures. "Not to say we all have to become organic overnight, but there is a place for some companies to show some sort of road map towards some kind of sustainability and organics slowly but surely."

**"I think consumers want a story more than anything, and there are fortunately easy ways to do that with vegetables."**

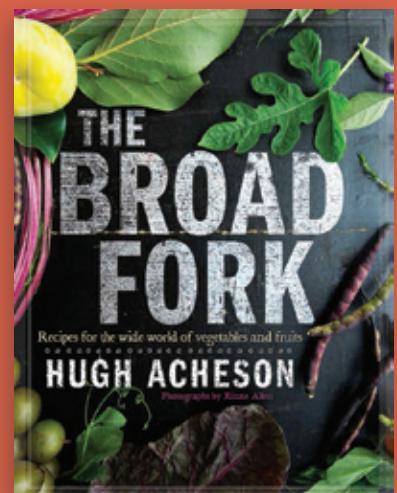


In all honesty, I think it can be a really great selling point to your community and to your industry that you're caring about your environment and you're preparing it for future generations."

Ultimately, produce for Hugh is about the story. It's about celebrating the foods that each season brings us. In Hugh's latest book, *The Broad Fork*, he narrates his recipes and organizes them by which produce is available during each season in his home region of the South, and makes sure they are put directly in the center of your plate.

"I think consumers want a story more than anything, and there are fortunately easy ways to do that with vegetables. There's a story about California artichokes that's a beautiful story and it should be told. I think the story told by California avocados has been really successful in showing the small family farms raising Hass avocados. There's a story that's really beautiful about blueberry growers in Georgia. This is exactly what people want from their food today. The modern meal is no longer just meat and potatoes, but something that creates a narrative for you while you're eating it."

It seems to me that we've only just scratched the surface of the stories we can tell about produce, and Hugh is happy to help spread the word.



*The Broad Fork* by Hugh Acheson

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# WTF DO I DO WITH Grapes ?

{ WHAT THE FORK }



PAN-SEARED BLACK COD WITH GRAPE SALSA

## INGREDIENTS

- 2 lbs** red or black seedless grapes, **1 lb** quartered
- 2 scallions, finely chopped
- 2 small garlic cloves, minced
- $\frac{1}{2}$  fresh red chile, such as Fresno, seeded and minced
- $\frac{1}{2}$  fresh green chile, such as serrano or jalapeño, seeded and minced
- 1 tbsp** Sriracha chile sauce
- 2 tbsp** vegetable oil
- 10** 5-oz skinless black cod fillets (also known as sablefish)
- $\frac{1}{4}$  cup chopped cilantro
- 1 1/2 tbsp** white wine vinegar
- Salt and freshly ground pepper

**SERVINGS:** 10

## DIRECTIONS

- 1** Preheat the oven to 350°F.
- 2** In a food processor, purée the whole grapes. Pass the purée through a coarse sieve into a large bowl. Add the quartered grapes, scallions, garlic, chiles, and Sriracha to the bowl and toss.
- 3** In a large nonstick skillet, heat 1 tablespoon of oil until shimmering.
- 4** Season half of the fillets with salt and pepper and add them to the skillet, skinned side up. Cook over high heat until the fillets are golden brown on the bottom, about 3 minutes.
- 5** Transfer the fillets to a rimmed baking sheet. Repeat with the remaining oil and fillets. Transfer the fish to the oven and cook until just white throughout.
- 6** Add the cilantro and vinegar to the grape salsa and season with salt. Transfer the fish to plates; spoon the salsa on top and serve.

*Note: The salsa can stand at room temperature for up to 2 hours. The seared fish can be kept on the baking sheet for up to 30 minutes. Finish in the oven before serving.*

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

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# WTF

# DO I DO WITH

{ WHAT THE FORK }

RealSweet®  
Sweet Onions ?



## REALSWEET® ONIONS, CHICKEN, TOMATOES, & GARLIC

### INGREDIENTS

**3 lbs** chicken, bone-in legs or thighs

2 medium RealSweet® sweet onions

**2 tbsp** fresh basil

**2 tbsp** fresh parsley

**2 tbsp** fresh sage

**2 tbsp** fresh rosemary

**3 tbsp** olive oil

**1 tbsp** butter

**½ cup** white wine

**28 oz** diced tomatoes

**14 oz** whole peeled tomatoes

**2 tbsp** tomato paste

**8** cloves garlic, peeled

**16 oz** pasta

Fresh grated parmesan cheese

Salt and pepper to taste

**SERVINGS:** 4

### DIRECTIONS

- 1** Preheat oven to 400°F. Season the chicken with salt and pepper.
- 2** Heat an ovenproof skillet or dutch oven over medium-high heat.
- 3** Add olive oil and butter. Once the oil and butter is hot, add the chicken to the pan. Using tongs, brown on all sides, about 2 minutes. Remove chicken from pan.
- 4** Add sweet onions and caramelize, about 20 minutes. Add wine, scraping the bottom of the pan to loosen any bits and cook for 1 minute.
- 5** Pour in the tomatoes with juice and add tomato paste. Add salt and pepper to taste, stirring to combine.
- 6** Bring sauce to a boil, then turn off heat. Add fresh herbs, garlic, and the chicken legs. Put a lid on the pot or skillet and cook in the oven for 1 hour.
- 7** Remove pot from oven and allow it to sit on the counter with the lid on while cooking the pasta to al dente, per package instructions. Drain and add to a large serving bowl.
- 8** Check the sauce: If it's overly thin, remove the chicken from the pot and boil the sauce, uncovered, on the stovetop for 5 to 10 minutes. Check seasonings to taste and adjust as needed.
- 9** To serve, pour sauce over cooked pasta, then arrange chicken pieces over the top. Sprinkle generously with fresh parmesan and serve with crusty bread.



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



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# UP CLOSE



## A CLOSER LOOK AT FRESKA PRODUCE'S ORGANIC MANGOS.

Freska Produce International maintains its dedication to bringing the consumer the best mango varieties and cultivars the company can find—without compromising taste or the environment. With that said, Freska is tapping into the growing demand for organics to complement an already diverse mango product line. Freska organic mangos will accompany the company's year-round program during the Mexican and Peruvian seasons.

Already one of the most consumed fruits in the world for the sweet and luscious taste, mangos also boast immense health benefits as they are low in calories, contain more than 20 different vitamins and minerals, and are packed with antioxidants which are a healthy addition to any diet. Freska offers five different varieties—Hadens, Tommy Atkins, Ataulfos, Kents, and Keitts—allowing consumers to find their perfect fit in any produce department.

Freska is a mango leader in the markets of the USA, Australia, New Zealand, and Japan.



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**SOUTHERN**  
SPECIALTIES

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FOR TODAY'S  
**FRESH**  
GENERATION.



"I LOVE MY BOARD & MY BEATS.  
I'M AN ADVENTURE SEEKER...  
WITH A CRAVING FOR AWESOME  
SNACKS EVEN MOM APPROVES OF."

**25**  
YEARS  
SOUTHERN SPECIALTIES

# WTF

# DO I DO WITH

{ WHAT THE FORK }

Southern Selects®  
French Beans ?



## SOUTHERN SELECTS SAUTÉED FRENCH BEANS WITH OVEN-MELTED BABY HEIRLOOM TOMATOES AND TOASTED ALMONDS

### INGREDIENTS

For melted tomatoes:

- 1 lb** Southern Selects baby heirloom tomatoes
- 2 tbsp** Olive oil
- 3 cloves peeled garlic sliced thin
- Salt and fresh cracked pepper

For French beans:

- 1 lb** Southern Selects French beans
- 2 tbsp** Unsalted butter
- 2 tbsp** Olive oil
- 1 clove garlic, minced
- ¼ cups** sliced almonds

**SERVINGS:** 4-6

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

### DIRECTIONS

- 1** Preheat oven to 325°F. Cut tomatoes in half lengthwise (larger tomatoes may be quartered).
- 2** Toss tomatoes in oil and garlic. Lightly season with salt and pepper.
- 3** Line a baking tray with parchment and place tomatoes cut side down. Roast in oven about 2 hours or until they are slightly shriveled but still moist. Remove from oven and set aside.  
*Note: Tomatoes can be covered with olive oil and stored refrigerated in a tight container for a week.*
- 4** Blanch French beans in a large pot of boiling water for 2 minutes.
- 5** Remove beans and plunge into a bowl of ice water until cooled. Dry beans thoroughly on a towel.
- 6** Heat butter and oil in a large skillet. Wait for foam from butter to disappear, then add almonds and stir occasionally. Remove when they turn light brown.
- 7** Lower heat and add garlic to pan while stirring for about 30 seconds. Add the French beans and cook over medium heat until cooked through. Add tomatoes to the skillet to warm through.
- 8** Neatly arrange French beans on a large plate. Place the melted tomatoes over the beans. Sprinkle toasted almonds over the beans and tomatoes to garnish.  
*Note: Add a splash of Balsamic vinegar to brighten the flavors.*

  
**SOUTHERN  
SPECIALTIES**  
LET'S GROW SOMETHING SPECIAL

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# WTF

# DO I DO WITH

{ WHAT THE FORK }

Pure Flavor®  
Living Lettuce ?



## PURE FLAVOR LIVING LETTUCE SPRING ROLLS

### INGREDIENTS

- 1 head Pure Flavor® Living Lettuce, cut and washed
- ½ Pure Flavor® Seedless English Cucumber, sliced
- ¼ cup pickled carrots and radishes
- 2 lbs of boneless chicken, cut into strips
- 2 garlic cloves, minced
- 2 tsp sesame oil
- 4 tsp fish sauce
- 4 tbsp of extra virgin olive oil
- 1 package rice paper
- Fresh basil or mint, to taste
- For sauce:*
- ¼ cup hoisin sauce
- 4 tbsp water
- 4 tbsp vinegar
- 2 tbsp cornstarch, mixed

### DIRECTIONS

- 1 In a large bowl, combine sesame oil, olive oil, garlic, and fish sauce. Add chicken to marinate and set aside for 20 minutes.
- 2 Prepare a boiling pot of water to moisten rice paper.
- 3 In a medium size frying pan, cook marinated chicken over medium heat until cooked through.
- 4 In a sauce pan, add all sauce ingredients. Stir and cook over low heat for 3 minutes. Set aside.
- 5 Dip rice paper into hot water as needed. Place lettuce onto the rice paper. Place chicken and veggies as desired onto lettuce. Roll all ingredients up, dip into sauce, and enjoy!

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

SERVINGS: 2–3

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## SNAPSHOT

# APPLES



### HONEYCRISP

<b>FLAVOR</b>	Honey sweet
<b>TEXTURE</b>	Firm, fine-grained, very crisp
<b>SIZE</b>	Medium-large
<b>COLOR</b>	Reddish stripes, slight red blush over yellow background
<b>SEASON</b>	Sept-July



### JAZZ™

<b>FLAVOR</b>	Sweet, tart
<b>TEXTURE</b>	Dense, crunchy
<b>SIZE</b>	Varies
<b>COLOR</b>	Bright red with subtle yellow under-striping
<b>SEASON</b>	Oct-June (WA) June-Sept (Southern Hemisphere)



### GRANNY SMITH

<b>FLAVOR</b>	Strong tartness
<b>TEXTURE</b>	Firm, medium-grained, very crisp
<b>SIZE</b>	Medium-large
<b>COLOR</b>	Green; slight pink blush
<b>SEASON</b>	Year-round



### SWEETANGO®

<b>FLAVOR</b>	Crisp citrus notes & a lively touch of spice complements a sweet honey finish
<b>TEXTURE</b>	Firm, fine, crisp
<b>SIZE</b>	Medium-large
<b>COLOR</b>	Reddish on yellow to light green background
<b>SEASON</b>	Aug-Dec



### AMBROSIA™

<b>FLAVOR</b>	Sweet, honey-like
<b>TEXTURE</b>	Crisp, fine-grained flesh
<b>SIZE</b>	Varies
<b>COLOR</b>	Red, sun-kissed
<b>SEASON</b>	Year-round (Domestic) May-September (Import)



### PINK LADY®

<b>FLAVOR</b>	Zippy & tart
<b>TEXTURE</b>	Crisp & firm
<b>SIZE</b>	Small-medium
<b>COLOR</b>	Reddish-pink blush with yellow background
<b>SEASON</b>	Nov-July



### GALA

<b>FLAVOR</b>	Mildly sweet with floral aroma
<b>TEXTURE</b>	Crunchy
<b>SIZE</b>	Small-medium
<b>COLOR</b>	Pale golden yellow with striping to full red blush
<b>SEASON</b>	Year-round



### GOLDEN DELICIOUS

<b>FLAVOR</b>	Sweet & mellow
<b>TEXTURE</b>	Silky with crisp, thin skin
<b>SIZE</b>	Medium-large
<b>COLOR</b>	Golden yellow to white
<b>SEASON</b>	Year-round



### PIÑATA®

<b>FLAVOR</b>	Crisp & juicy with classic apple flavors & a tropical twist
<b>TEXTURE</b>	Firm with crisp, thin skin
<b>SIZE</b>	Medium-large
<b>COLOR</b>	Red with yellow-orange background
<b>SEASON</b>	Nov-May



### KIKU®

<b>FLAVOR</b>	Super sweet
<b>TEXTURE</b>	Crunchy, fresh
<b>SIZE</b>	Varies
<b>COLOR</b>	Red-striped
<b>SEASON</b>	Oct-April (Domestic) May-Aug (Import)



### RED DELICIOUS

<b>FLAVOR</b>	Sweet & mellow
<b>TEXTURE</b>	Silky with crisp, thin skin
<b>SIZE</b>	Medium-large
<b>COLOR</b>	Scarlet red
<b>SEASON</b>	Year-round



### FUJI

<b>FLAVOR</b>	Sugary sweet
<b>TEXTURE</b>	Firm, fine-grained, very crisp
<b>SIZE</b>	Medium-large
<b>COLOR</b>	Reddish stripes, slight red blush over yellow background
<b>SEASON</b>	Year-round



### ENVY™

<b>FLAVOR</b>	Sweet
<b>TEXTURE</b>	Very crisp
<b>SIZE</b>	Large
<b>COLOR</b>	Red to yellow
<b>SEASON</b>	Oct-Mar (WA) Jun-Sept (NZ)



### AUTUMN GLORY®

<b>FLAVOR</b>	Sweet, with a "cinnamon" flavored background reminiscent of apple cider
<b>TEXTURE</b>	Firm, fine flesh with a satisfying crunch
<b>SIZE</b>	Medium
<b>COLOR</b>	Red with yellow background
<b>SEASON</b>	Nov-Mar



### KANZI®

<b>FLAVOR</b>	Sweetly tart, exotic
<b>TEXTURE</b>	Firm, fine-grained, very crisp
<b>SIZE</b>	Varies
<b>COLOR</b>	Red with yellow hues
<b>SEASON</b>	Feb (Domestic) End of May-beginning of June (Import)

## STATISTICS

# APPLES

2014-2015

IN THE PAST YEAR APPLE  
SALES REACHED  
**\$2.8 BILLION.**

  
OF THAT TOTAL, THE  
**GALA APPLE**  
IS THE MOST POPULAR,  
CONTRIBUTING TO  
**24%**  
OF TOTAL APPLE SALES.  


SO, HOW DID OTHER  
POPULAR VARIETIES DO?



Honeycrisp

**15.8%**



Fuji

**12.4%**



Red Delicious

**11.9%**



Granny Smith

**10.6%**



Ambrosia™

**1.7%**



Golden Delicious

**4.7%**



Braeburn

**1.7%**



Pink Lady®

**4.0%**



Jonagold

**0.8%**



McIntosh

**3.0%**



Cortland

**0.5%**



Jazz™

**2.3%**



Other

**5.7%**



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— APPLES, PEARS & CITRUS —



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## WHAT DOES IT TAKE TO BE A HOUWELING'S *Signature Selection* TOMATO?

Not all tomatoes are created equally, and our premium tomatoes deliver an out of this world eating experience. For a varietal to be picked as part of our Houweling's *Signature Selection* Tomatoes line up, they must deliver off the chart marks on all desired tomato attributes.

- Flavor at the forefront of selection criteria.
- Outstanding texture, appearance and taste.
- Consistent premium quality throughout the crop lifecycle.

We believe so strongly in the varieties we select, all our *Signature Selection* tomatoes have the specific seed variety declared on pack so consumers will always enjoy a consistent premium experience.

When it comes down to it, these tomatoes will make you say "**WOW!**"





# Q&A

with

# Dionysios Christou



↳ Vice President of Marketing  
@ Del Monte

by Jordan Okumura

With the new Pure Earth™ juice line from Del Monte Fresh, this company is taking its first steps into the beverage category with 100 percent Pineapple, Pineapple Lime, Pineapple Banana Coconut, and Pineapple Blueberry Blackberry juices to back them. Vice President of Marketing, Dionysios Christou, took the time to tell us all about the line, its inception, and what it will offer to push produce further for on-the-go consumers.

100% Pineapple Blueberry  
Blackberry Juice

Q1



What inspired the Pure Earth™ juice line?

**Dionyios:**

Del Monte Fresh set out to further expand its line of pineapple products by introducing 100 percent pure pineapple-based juices to the premium juice category.

Q2

What trends and demographics are you tapping into for these new juices?

**Dionyios:**

More than ever before, consumers are taking small, simple steps to be healthier—from drinking eight glasses of water a day, and taking “10,000 steps,” and consuming more fruits and vegetables in all forms each day. We are targeting these “balance seekers” who are looking for better options that fit their busy lifestyles and their quest to lead healthier lives.

Q3

What is Del Monte conveying with this latest product and packaging?

**Dionyios:**

Del Monte Pure Earth™ juices are a unique range of Del Monte Gold® pineapple-based juices with no fillers, concentrates, preservatives, or added sugars. The packaging is bright, clean, and stands out on a crowded premium juice shelf. Each bottle has high impact photography of Del Monte Gold® pineapple leaves, flesh, and skin, and the blended SKUs also show bold images of the other fruit inside. The bottles are shaped and designed to look like a pineapple. The tone of the design is meant to be fresh, healthy, energetic, and fun, all made from nothing but natural, hand-picked, authentic, and quality ingredients.



**Q4**

**How does the introduction of Pure Earth™ juice line align with Del Monte Fresh's traditions, goals, and initiatives?**

**Dionyios:** It is only logical that we extend our expertise with pineapples into the premium juice category. As we have done with our fresh cut products, we can now offer the succulent taste of Del Monte Gold® pineapples in another delicious and easy-to-enjoy fruit form that fits the needs and lifestyles of consumers who are on the go and require quick nutritional hydration.

**Q5**

**What would you like retailers/buyers to know about the opportunities with the program and how best to promote and utilize the line?**

**Dionyios:** Del Monte Pure Earth™ is an easy sell. All we have to do is offer a taste of the product to a buyer and they immediately realize that this is truly a unique product that bears no resemblance to the taste of, usually canned, pineapple juice most consumers grew up with. We also encourage all existing and potential customers to simply read the list of ingredients (Pure Earth™ has zero additives, preservatives, concentrates, fillers, or added sugars). When compared to similar products in the same range, the ingredients and taste of Pure Earth™ are what separate us from any other option. Consumers really want a product that is “nothing but nature,” which, at the same time, also provides simplicity, nutrition, great taste, and fits their healthy, on-the-go lifestyles.

**100% Pineapple Lime Juice**



Put Your  
Sweet Onion  
Category In  
Our Hands



## **Doing the Right Thing for Your Business and the Sweet Onion Category.**

At Shuman Produce, doing the right thing is in our DNA and we are proud of our sweet onion heritage. Today, we are an industry-leading sweet onion supplier who believes that an emphasis on long-term relationships, product quality, innovative marketing and category differentiation is what sets us apart. Call us today to learn more about the number one consumer-preferred fall and winter premium sweet onion from Peru.

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# KUMATO™

SIMPLY UNIQUE BROWN TOMATO™

SMOOTH AND  
LOADED  
WITH GOOD  
TASTE



SUPPORTING  
MEN'S HEALTH  
DURING THE MONTH OF  
MOVEMBER



Bringing awareness to  
men's health programs and  
supporting a healthy lifestyle.  
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SHINOLA  
BIKE OR  
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