

# THE PRODUCE NEWS

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COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

Week of October 5, 2009

## Cameron leaves Trinity, forms marketing partnership with Warmerdam Packing

By RAND GREEN

John Warmerdam, chief operating officer of Warmerdam Packing LLC in Hanford, CA, and Maurice (Mo) Cameron, sales manager of Trinity Fruit Sales Co. in Fresno, CA, jointly announced Tuesday, Sept. 29 in exclusive interviews with *The Produce News* that Mr. Cameron would be leaving Trinity Fruit "probably effective October 1" and forming a partnership with Warmerdam to market the company's cherries, stone fruit and other fruit beginning with the 2010 season.



Mo Cameron



John Warmerdam

The new marketing company, which will be headquartered at the Warmerdam facility in Hanford, will be called Flavor Tree, a name that "ties back to [Warmerdam's] old-time brand, 'Sun Tree,' a brand "which certainly we are going to keep," Mr. Cameron said.

The name for the new company also reflects the focus on flavor, which Mr. Cameron said is primarily what drives demand for stone fruit and cherries. People buy what they want to eat, and being successful involves being able "to produce that in a profitable manner," he said. "We like devel-

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## Produce defies inflation trend

By CHRISTINA DIMARTINO

According to the U.S. Bureau of Labor's statistics inflation calculator, what cost \$1 in 1980 would cost \$2.61 in 2009.

The People History ([www.thepeoplehistory.com](http://www.thepeoplehistory.com)), a web site project with the goal of making modern history interesting, reveals some retail food prices from past decades. Apples sold in a Wyoming store for 39 cents per pound in 1986, the equivalent of \$1.02 today; tomatoes were 39 cents per pound in New York in 1980, the equivalent of \$1.02 today; bananas sold for 19 cents a pound in Maryland in 1960, the equivalent of

\$1.39 today.

On-line supermarket circular ads that ran early last month reveal current prices in the same or similar categories. Royal Gala apples were on ad for 99 cents per pound; adjusted for inflation, that was \$1.95 per pound in 1986. Tomatoes were advertised for 99 cents per pound, the equivalent of \$2.59 in 1980. Carrots, beets, yellow onions or red onions were on sale at four five-pound bags for \$5 — 20 pounds of produce for the equivalent of \$3.27 per pound in 1980. Bananas were found on special at two pounds for \$1, or \$3.65 per pound in 1960.

*Continued on page 24*

## Pallet industry argues over regulations

By TIM LINDEN

Over the past month, at four different locations across the country, pallet industry representatives, as well as others, have been discussing proposals related to the regulation of wood packaging materials, including pallets that move in interstate commerce in the United States.

For several years, there has been an international standard requiring wood pallets and some other wood packaging materials to be heat-treated or fumigated before use in an effort to control the transfer of wood-boring pests from one country to another. Noting that there is an international standard, Bruce Scholnick, president of the National Wood-

Pallet & Container Association, said that the U.S. industry proactively began to look at similar regulations for interstate shipments, and that these hearings are a result of that effort.

"I want to make it clear the initiative to regulate solid wood packaging in the United States came from us," he said.

Mr. Scholnick said that nine years ago, the European Union established regulations that called for each wooden pallet to be heat-treated or fumigated before it was put in commerce and permitted into E.U. member countries and companies. The United States has followed suit, and pallets coming into or going out of the country are regulated.

The regulations were designed to

*Continued on page 22*

## FFVA Merchandiser of the Year



At its 66th annual convention held Sept. 27-29 at the Breakers in Palm Beach, FL, the Florida Fruit & Vegetable Association named Sweetbay Supermarkets its Merchandiser of the Year. Steve Williams, director of produce and floral for the Tampa, FL-based chain, accepted the award. Additional coverage from the convention appears on page 178.

(Photo by Chip Carter)

## CDC report paints bleak picture of fruit and vegetable consumption

By TIM LINDEN

Only about 14 percent of U.S. adults and less than 10 percent of teenagers are consuming at least two servings of fruit and three servings of vegetables on a daily basis, according to a new report just released by the Centers for Disease Control & Prevention.

Heidi Blanck, a CDC senior scientist and lead author of the *State Indicator Report on Fruits & Vegetables 2009*, said that this report reflected "dismal data."

The report summarizes data for fruit and vegetable consumption using a survey of 100,000 teenagers in 2007 as well as extensive phone interviews with adults. Dr. Blanck said that the report shows that the country will fall far short of the U.S.

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## INSIDE

### Dole relaunching bagged salads

Dole Fresh Vegetables is putting its years of in-store and in-home consumer research to work in relaunching its bagged salad line that will now include on-pack information designed to measure the specific taste and texture characteristics of each blend.

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### From humble beginnings

Andy Caneza began packing garlic in his mother's basement in New Orleans in 1949. Today, Spice World Inc., based in Orlando, FL, is a global enterprise and is celebrating its 60th anniversary in business.

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## HERITAGE THE FAMILY BUSINESS

### Partnership survives the test of time

A partnership formed 60 years ago between the Tanimura and Antle families is still going strong thanks to perseverance through some tough times and a corporate structure that ensures that every vote is a unanimous one.

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George Tanimura and Bob Antle, who forged the partnership that led to the formation of Tanimura & Antle.

ADVENTURES OF THE IDAHO POTATO RETAILER

INSIDE THIS ISSUE!

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# PEOPLE

River Ranch Fresh Foods LLC in Salinas, CA, has expanded its senior management team to include two industry veterans in the areas of sales and marketing and agricultural operations.

The company announced in a Sept. 23 press release the addition of **RICK RUSSO** as vice president of sales and mar-

keting.

Mr. Russo brings more than 20 years of experience in fresh produce sales and marketing with several Salinas Valley produce companies. He started his career with Sysco in food service procurement and merchandising and has retail and foodservice experience with Tanimura & Antle, NewStar

Fresh Foods and Church Bros.

Mr. Russo will be directing sales and marketing activities at River Ranch for value-added retail, foodservice and commodity products.

He earned his bachelor of science degree in finance from Fresno State University.

"I am excited and proud to join a company with such a

rich history as River Ranch," Mr. Russo said in the release. "The company has a strong product line, and an ongoing commitment to quality and service. I look forward to working with both the talented team and with valued customers to continue growing the business."

The company also announced the promotion of **TED MILLS** to vice president of agricultural operations.

Mr. Mills has been with River Ranch for four years and was previously the director of ag operations. In his new role, he will oversee and direct the company's farming and harvesting operations in California for Salinas, Huron and the Imperial Valley.

Prior to working for River Ranch, Mr. Mills was director and general manager of farming for Tanimura & Antle for over nine years.

He has a bachelor of arts degree in environmental economics from Sacramento State University.

"I am very pleased to add Rick and Ted to our senior management team at River Ranch," John Bowman, president, said in the release. "These two talented individuals are important to our team as we move forward in these challenging times in the fresh produce industry."

Dulcinea Farms LLC is enhancing its East Coast infrastructure with the addition of

**MIKE AGAR** as the area manager for Eastern and offshore operations.

Mr. Agar has 25 years of produce experience heavily concentrated in grower relationships, supply chain management and daily operations.

He has worked in various leading roles within the produce industry spearheading sales efforts, establishing foodservice relationships, securing grower partnerships and setting the bar for operational standards.

During his most recent tenure with L&M Cos., Mr. Agar led sales and operations for the West Coast, supplying melons and lettuces as well as other commodities. His most recent responsibilities were concentrated on growing melons in Central America and on the East Coast.

"Joining Dulcinea Farms is exciting to me because I share such a passion for the produce industry," Mr. Agar said in a Sept. 24 press release. "Continuing to interact with growers and partners to further the East Coast and offshore efforts is an extremely welcoming opportunity."



Rick Russo



Ted Mills



Mike Agar

**DOUG STEWART** has joined the sales staff at Orange, CA-based Interfresh Inc., working in the produce supplier's Los Angeles office.

Mr. Stewart will be responsible for new business development for fresh citrus, along with other commodities offered by Interfresh.

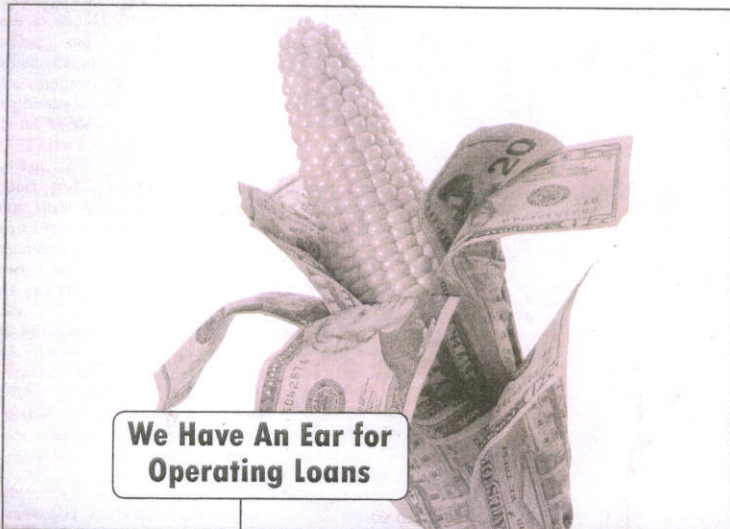
"Doug is a great fit for our company, and understands the citrus business from the ground up," Chris Puentes, Interfresh's president, said in a Sept. 21 press release. "Having worked for both grower-shippers and distributors, Doug has a comprehensive perspective on the supply side of the citrus business, and we're pleased to have his experience and expertise on board. With Doug's knowledge of retail and foodservice sales, we expect he'll play a key part in expanding our other offerings into these areas."



Doug Stewart

Mr. Stewart brings 10 years of citrus experience to Interfresh. In addition to his produce background, he played golf professionally for two years and worked as a teaching instructor at the Visalia [CA] Country Club.

Mr. Stewart and his wife Jennifer reside in San Clemente, CA.



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# How to get the most out of Fresh Summit

It is a new economy, there is no doubt. It is time to meet the new economic challenges head-on. And the Produce Marketing Association's Fresh Summit International Convention & Exposition, Oct. 2-5 in Anaheim, CA, is a great place to start.

In this one weekend, attendees can get everything they need to succeed in today's turbulent times: insightful information, proven tactics and strategies, important new connections, inspiring new products and services, effective business solutions, and much more.

So how does an attendee make the most of his or her Fresh Summit investment? With more than 17,000 attendees expected from more than 50 countries and 800 exhibitors, a conference, trade show and global industry audience, this large event can be a challenge to navigate. Here are some tips to make the most of all the value Fresh Summit has to offer.

• **Get added value with a Value Package**

The PMA's comprehensive Value Package registration offers the best registration deal by combining education and networking opportunities. It includes all general sessions and workshops, the expo, and

the welcoming and International Partners receptions. The Floral Value Package adds the Floral Networking Reception.

• **Buyers, register in force**

Retailers and foodservice operators already get generous discounts on registration; pre-register two or more members of a team and save even more. Then use that strength in numbers to "divide and conquer" in Anaheim to get the most benefit.

• **Pre-plan**

Make the most of Fresh Summit's action-packed four days by pre-planning a schedule. PMA's Fresh Summit web site, [www.pma.com/freshsummit](http://www.pma.com/freshsummit), offers a variety of online resources to help. Take a look at the exhibitor list and expo floor plan to plan a visit to the expo. Check out the general session and workshop schedule, and make note of the dates and times of the many "can't miss" educational opportunities. And set up appointments with customers and colleagues several weeks in advance. Identify companies of interest, what can be learned from the educational sessions and strategize a plan to accomplish it all.

• **Membership has its benefits**

Become a PMA member to get discounted registration rates, but do not stop there —

PMA membership offers year-round value. Check out all the benefits that PMA members receive: access to top-notch experts and industry information;

an extensive member directory database — the who's who of the produce industry; summaries of all the produce-specific news delivered directly

to your e-mail in box; and much more. Stop by the PMA Center, located in Booth 2538 on the show floor, and learn what PMA offers businesses.

## Produce for Kids reaches \$2 million milestone raised for children's charities

Despite challenging economic times, Produce for Kids raised more than \$422,000 for local Children's Miracle Network and children's hospitals this spring, bringing the total amount the organization has raised since its inception to more than \$2.3 million.

Six regional grocery retailers and 39 fresh fruit and vegetable growers from across the United States participated in the spring Produce for Kids campaign including Acme, Meijer, Giant Foods (Carlisle division), Price Chopper, Publix and the Kroger stores located in Dallas and Houston.

"This year, we knew that families would be struggling with the weight of a severe economic downturn, and we wanted to help them understand that not only could they provide healthy meals for their families, but they could donate to their local children's hospitals without impacting their household budgets," Heidi McIntyre, executive director of Produce for Kids, said in a Sept.

21 press release.

Produce for Kids advocates the benefits of healthy eating and supports children's causes. The organization, along with

the country, opening the opportunity to do even more next year."

The 2009 Produce for Kids spring campaign enjoyed support from produce suppliers from across the country. The group included Apio Inc., Chelan Fresh, Coast Tropical, Colorado Potato Administrative Committee, Country Fresh Mushrooms, Crunch Pak, Custom Pak, Del Monte Fresh, Desert Glory Ltd., DNE World Fruit Sales, Dole Fresh-Cut Salads, Domex Superfresh Growers, Driscoll's, Dulcinea, Eurofresh Farms, Family Tree Farms, Fowler Packing Co., Fresh Express, HMC Farms, Huron Produce Ltd., Keystone Fruit Inc., Mann Packing, Mastronardi Produce, Oppenheimer, Potanodon Produce, Santa Sweets, Shuman Produce, Stemilt Growers, Sterman Masser Inc., Summeripe, Sunkist, SunWest Fruit Co., Marzetti, Thomas Colace Co., Westmoreland, Tropicana, Turbana, Ventura Foods LLC and Village Farms.



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