

THE PRODUCE NEWS

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COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

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Green Giant Fresh inks deal with Box Tops for Education program

By TIM LINDEN

Green Giant Fresh has become the exclusive Box Tops for Education partner for the fresh produce industry, according to Jamie Strachan, president and chief executive officer of Growers Express Inc. in Salinas, CA.

Through its Growers Marketing subsidiary, Growers Express is the master licensee for the "Green Giant Fresh" brand and manages all of the produce partners.

Mr. Strachan said that initially, the popular Box Tops for Education program will be featured on Iceberg lettuce, Romaine hearts, cauliflower, shrink-wrapped broccoli and mushrooms. The

box tops, or coupons, depending upon the product, are redeemed at the rate of 10 cents per coupon by schools all over the country.

The program is the brainchild of General Mills, which started offering box top coupons of one kind or another more than 80 years ago. About two decades ago, the Box Tops for Education program began and currently includes more than 100 General Mills products or brands.

Under the program, schools collect the box tops and redeem them for cash, which is used for a variety of educational items. A recent story chronicled an Indiana school that saved the

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'Passion to sell' sets Fairway Market apart from the competition

By JOEL GEBET

PARAMUS, NJ — Peter Romano's eyes light up when he talks about Fairway Market and its produce operation.

Mr. Romano, the retailer's vice president of produce and floral and a nearly 40-year veteran of the retail produce trade, gave *The Produce News* a tour of Fairway's only location in the Garden State in the busy Fashion Center Mall, here, in upscale Bergen County just outside New York City.

The retailer, which bills itself as "like no other market," is very popular with shoppers in the New York City metropolitan area, and Mr. Romano



said that the firm will open a new store in Stamford, CT, next month and has plans to add three new stores by the end of 2011 — one in Queens, NY, one on Manhattan's East Side, and another in a location yet to be determined — bringing to 10 the total number of locations.

"What differentiates us from the rest is our passion to sell more," Mr.

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Peter Romano is vice president of produce and floral for Fairway Market, a popular six-store chain in the New York City metropolitan area. Mr. Romano, who has worked in the retail produce industry for nearly 40 years, has been with Fairway since 1977. (Photo by Joel Gebet)

The Produce News to provide content to Blue Book Online Services

CAROL STREAM, IL and ORADELL, NJ — Blue Book members will soon have convenient access to select content from *The Produce News* via Blue Book Online Services, making it easier and faster to thoroughly research trading partners.

A Blue Book listing, rating and business report are usually the starting places when produce professionals want to evaluate a new or existing supply-chain partner. In the near future, company records in BBOS will also include a chronological list of select articles from *The Produce News* that reference that company.

"Taken together, this convenient combination of credit, business and news simplifies and streamlines the

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New marketer of Mexican produce making debut at PMA Fresh Summit

By JOHN GROH

A group of long-time growers of Mexican produce will sell their products through a new marketing entity called Eleven Rivers Growers, which will make its debut at the Produce Marketing Association's Fresh Summit convention in Orlando, FL.

Eleven Rivers Growers will sell fruits and vegetables grown in the Sinaloa region of Mexico by 18 growers, who will be required to meet strict criteria in order to ship their products under the "Certified: Fresh & Reliable" brand. The five "pillars" of the brand are food safety, traceability, social responsibility, ecological responsibility and quality.

According to a statement issued Oct. 12 by Eleven Rivers Growers, the participating growers account for 20 percent of the winter fruits and vegetables consumed in the United States. The group will oversee the entire production process and will conduct rigorous inspections before allowing products to

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INSIDE

Artisan Lettuce for the holidays

From Nov. 1 through the end of the year, Tanimura & Antle's Artisan Lettuce will be wrapped in a seasonal package as a key element of the company's nationwide Season's Bringing promotion.

The integrated marketing program offers retailers merchandising impact with an appealing package design and on-pack sweepstakes message that drives consumers to ArtisanLettuce.com **Page 4**



New varieties for Well-Pict

Well-Pict Inc. will use the PMA Fresh Summit to introduce a premium proprietary strawberry variety that was specifically developed to produce larger berries later in the season as well as a new proprietary raspberry variety with superior flavor

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Decade of charity

Ten years ago, John Shuman of Shuman Produce Inc. in Reidsville, GA, had an idea for a promotional campaign that would bring much-needed funding to children's hospitals and also help him sell more Vidalia onions that season. Now, 10 years later, Produce for Kids has raised more than \$3 million for the Children's Miracle Network of 170 hospitals and for PBS Kids educational campaigns simply through the sale of produce **Page 134**



Watermelon hits new heights

Gordon Hunt of the National Watermelon Promotion Board joined Dan Van Groningen of Van Groningen & Sons Inc. and Eldon Parker and Wade Schwark of Lockhart Seed Inc. on an 18-mile, 4,800-foot climb to the top of Yosemite National Park's iconic Half Dome rock formation, where they handed out samples and talked to hikers from across the globe about watermelon **Page 170**



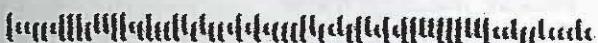
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A DRIVING FORCE IN POTATO SALES!
- MENT BAGSLEY

Famous Idaho Potatoes

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- 1. **Green** = Firm & sweet
- 2. **Lighter Green** = Extra sweet
- 3. **Golden** = Rich aroma, full flavor

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