

JUNE / JULY 2011
VOLUME 39 NUMBER 3

Fresh DIGEST

A PUBLICATION OF THE FRESH PRODUCE & FLORAL COUNCIL



- **New Dietary Guidelines
Boost Fruits & Vegetables**
- **50 Years of Family Business:
The Secrets of Frieda's Success**

a proud PMA Gold Circle member.”

He added: “Progressive is proud to have made a diamond level five year commitment to PMA FIT (Foundation for Industry Talent), and both Jim and I have been happy to have volunteered our time as PMA FIT mentors and are truly dedicated to that program. Jim is currently serving on the PMA FIT Fundraising Committee and is also on the PMA Budget and Finance Committee.”

Although they spend a lot of time volunteering in these endeavors, the owners of Progressive also have a company to run, and this year has been, in Gyben’s words, “most interesting.”

He explained, “This year has been a short potato crop, and everyone is attempting to make it last until summer. There has not been very much merchandising as we wait for the new crop from Washington.”

The first wave of new crop potatoes will be colored russets that should start up about mid-June. Then the Washington crop will commence in August and September.

Getting retailers to feature different varieties

of potatoes even during high price periods is what Progressive is attempting to accomplish. “We would like to promote all varieties without hot price points,” Gyben said.

He added that getting the message out to a new generation about creative and easy recipes using potatoes is important. “This generation tends to not cook as much, and we are trying to convey to them how convenient it is to incorporate potatoes into different dishes.”

The ProgressiveRecipes.com website has undergone a major facelift with fresh, new recipes and usage ideas. “We get a lot of feedback from consumers,” Gyben said, “and we decided to update the website to make it even easier for them to find interesting, new dishes that incorporate potatoes into their diet. We have received thousands of hits to the website, so we know the interest is there.”

All the while, as they go about their day-to-day business, the people at Progressive are aware that while selling the firm’s products are important, volunteering for industry-related organizations and charities is no small potatoes, either.



**Big taste.
Little waste.
SWEET!**

Keeping it fresh and sweet...year-round!

Dulcinea Farms™ is passionate about providing the best tasting produce in any season. Our melons are simply irresistible and bursting with flavor. Each product we bring to market has been carefully selected to meet the standards we have set for ourselves: consumer tested, retail accepted and always with unique characteristics. Executing on our quality promise takes dedication – from planning and harvesting to delivering the best tasting melons to customers. Partnering with growers and suppliers who share the same passion and commitment has been a key to our success. Enjoy the Dulcinea® difference year-round!

TUSCAN STYLE

PURE HEART

DULCINEA
FRUIT OF LEGENDARY PERFECTION

PRODUCT. INNOVATION. QUALITY. MARKETING. CONSUMER SATISFACTION.
800.495.1561 • dulcinea.com

Copyright © 2011 Dulcinea Farms, LLC. All Rights Reserved.